



Marketing/PR Intern

Job Description: Intern

Type: Part-time, School credit only

Experience: Entry Level

Function: Marketing

Industry: Fitness, wellness and health consulting

Recess is a whole new animal. We have a fresh, innovative, personalized approach to wellness where working out doesn't have to feel like a work out and healthy food doesn't always mean "health food." And where fun is incorporated into everything we do, because if there's a choice why the heck not? Life's too short for diets, gyms and one-size-fits-all programs. It's time for a more exciting and realistic point of view. It's time for Recess!

We bring all of our services directly to our customers: at the worksite and at home. We offer good old fashioned fitness and nutrition education - no supplements, products or useless gimmicks. We eliminate the hassle of having to join a gym or buy fancy equipment. We make staying healthy comfortable, easy and fun for our clients.

We are a start-up company seeking to continue rapid expansion and growth throughout the Portland metro region, Seattle and Bay Area. We are seeking a positive, sincere, organized and highly motivated part time intern to make Recess the next stop on your academic and professional journey.

Job Description:

Marketing intern working on increasing web traffic, visibility and networking opportunities in order to learn entry level tasks associated with marketing.

Responsibilities:

- Manage and update Recess internal blog.
- Research and find online articles, websites, blogs and opportunities to make comments on and connect them with our own webpage.
- Research networking and event opportunities for Recess to attend.
- Manage weekly event calendar and make sure someone from Recess is attending each event, help create a street team to make sure events are been attended
- Compile monthly newsletters and prepare for delivery in email manager
- General office administrative work; filing, typing, spreadsheets, etc

Skills Needed:

- Willingness to help with a variety of programs and tasks.
- Well organized and self-motivated.
- Willingness to collaborate.
- Comfortable in diverse settings and diverse communities.
- Prefer college juniors, seniors, or graduates.
- Gadget happy - you can learn just about any new software solution, CRM, or technological tool put in front of you.
- Love social networking and how to maximize internet use
- You are a team player and believe that receiving feedback on your performance makes you a better student, person and a more valuable member of a team. You are also eager to give feedback.
- Knowledge and proficiency in MS Office applications and especially Microsoft Excel and Word a must.

This internship will run for 6 months. We are asking for a 5-10 hour a week commitment, as at least an hour will be spent on mentoring/meetings with you and you'll need enough additional time to practice the skill sets.

Marketing Intern Proposed Learning Objectives and Schedule

Please outline your objectives with your advisor.

Project Duration: 6 months

Total hours: 30-60 hours

Schedule:

Location: Recess office or remote

Intern name:

The Marketing/PR intern will gain valuable insight into small business operations and the process for securing and measuring the effectiveness of marketing and PR initiatives. The intern will be allowed to attend and participate in actual business operations, applicable training and meetings so as to best provide real world experience and perspective. Recess will meet at regularly appointed times to review learning objectives, provide guidance and ensure a rich learning experience for the student.

Project Learning Objectives:

1. Write press releases that gain article and blog placements in online and traditional media venues.
2. Track Web analytics and Recess blog activity based on Marketing/PR activity and draw conclusions about PR/Marketing effectiveness.
3. Test and give feedback on work processes already in place.
4. Provide ideas/feedback on media/PR campaigns and the means by which they might be executed/improved based on metrics and experience with the process.
5. Meet weekly and as needed to discuss lessons learned and additional opportunities to practice your new skill set.
6. Please specify objectives relative to your course, or, area of study:

Project Schedule:

Please outline your objectives with your advisor.

Meeting 1

1. Gain familiarity with Recess social media profiles and sites:
 - a. Recess email, Recess blog, Pandora, Twitter, Facebook, LinkedIn, MySpace, Google alerts for all relevant Recess keywords
2. Gain access to Public Relations Workspace and media list.
 - a. Begin recon on reporters and bloggers with whose coverage regularly appears in relevant articles through google alerts.
 - b. Determine the best format and variable to track re: said media contacts
 - c. Update media list accordingly
3. Determine relevant weekly meeting times and format.

Meeting 2

1. Attend Recess orientation
 - a. Learn and ask questions about company background
 - b. Learn about the Recess PR/Marketing process and its role in branding, sales
2. Begin following weekly schedule. Example:
 - a. Monday/Wednesday: Conduct the 3 step PR process and learn how it works, making notes along the way
 - b. Friday: Admin day.
 - i. Update metrics & media list, document story ideas and objections, document approaches that work well and that don't work well, think about next steps and learning issues, prepare for weekly meetings.
 - ii. List objectives for next week.
 - iii. Identify areas where you would like to learn more and areas that have not been effective in your learning objectives.

Meetings 3-22

Review weekly schedule

1. Give feedback on using the process.
2. Report on challenges.
3. Review last month's process and set schedule for remainder of internship to maximize learning objectives.
4. If necessary, set new targets and goals for achieving learning objectives.

Meetings 23-24

Summarize and review progress against main learning objectives.

Turn over all social media sites, files, passwords, etc.