

## **Pipitone Group Public Relations Internship**

3933 Perrysville Avenue  
Pittsburgh, PA 15214  
[www.pipitongroup.com](http://www.pipitongroup.com)

*Pipitone Group is a fully integrated marketing and communications firm that does great work with great people. Our specialization in channel marketing allows our clients to “talk through the people who talk to their customers.” In other words, we identify and ally with the influencers, specifiers and intermediaries in the channel whom clients’ customers listen to most. Through the disciplines of strategic planning, brand development, creative/design, interactive technologies and public relations to and through these channels, Pipitone Group helps clients go beyond the simple process of solving problems; we work these tools into strategic, integrated marketing/communications plans—and then execute them flawlessly—to help clients create long-lasting relationships with their customers.*

**Duties of intern:** Pipitone Group has a proven internship program designed to ensure that both the student and Pipitone Group benefit from the relationship. The intern will be asked to perform specific duties such as: - Building media databases and editorial calendars specific to client's target audiences and key influencers. -Assisting in the research and writing of news releases, case studies, project submissions, articles and other forms of content. -Updating content to various client's social media networks. -Monitoring and evaluating editorial placements to assess public relations impact and return on investment.

**Requirements and skills:** Excellent verbal and written communication skills -Multitasker - Junior/Senior -Interested in pursuing a career in marketing/communications after graduation.

**Location:** Public Relations

**Available Positions:** 1-2

**Compensation:** unpaid/academic credit

**Academic Background:** BMGT, PADM

**Contact:** Scott Henry, PR Account Supervisor

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**Application procedure:** e-mail; include cover letter and time available during the work week