

Seeking Public Relations Intern

Have a passion for the food industry?

Award-winning business owner of Russian Doll Bakery and Catering is seeking an unpaid intern(s) for Public Relations with social media experience. The business is located in a professional Riverside event venue. This is a position that provides the intern with a broad range of experience. The ideal candidate has a passion for the food industry and is a public relations student who is pursuing a degree in communications. The intern works closely with the business owner to plan and execute key public relations initiatives for the business. A midterm start date is okay and intern may start immediately.

You will help us increase our social media presence among new audiences. This is the perfect position for someone who enjoys social media and writing, and is creative and analytical. You will help us strategically grow and engage our community through various digital channels.

This opportunity provides you with a meaningful hands-on experience. You have the opportunity to apply core PR competencies and assist with several endeavors to showcase your talent. There is the possible freelance opportunity for maintaining the public relations effort after the internship.

You have access to over 150 professional digital photographs available to use in your efforts and the business logo is established. The business has an existing online presence with a website, along with various common social media platforms. The business owner seeks a consistent approach to graphic usage across platforms and the development of templates.



Update April 17 2014
Fenya earned the RISING STAR AWARD 2014" from National Association of Woman Business Owners
#1. U.S House Of Representative Congressional Recognition Award
#2. State of California Senate Recognition Award
#3. California State Senate Recognition Award
#4. California Legislature Assembly Recognition



[Russian Doll Bakery and Catering](#)

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Please call or email for an interview.
Bring samples of classwork or portfolio.

- Work with the business owner to develop a public relations plan.
- Review, edit, and rewrite text for a uniform style and graphic presence to the public. For example, press releases, newsletters, blog posts, Facebook, Twitter, LinkedIn, etc.
- Review existing social media platforms with the primary purpose to develop consistent graphic usage and format.
- Write and submit press releases to local media channels.
- Assist with the writing of digital material for communication campaigns.
- Revise existing e-newsletter and rewrite text written by business owner.
- Plan and create videos for online usage.
- Develop a press kit for print and digital submission.
- Other communications and social media projects as assigned.

Overall, you assist with the development, maintenance, and update of content placed on the business web site and social media channels to enhance the branding effort. You assist to ensure quality control and brand compliance and that content is user-friendly, simple, accurate, and clear.