Margie Korshak, Inc.
Fashion, Hospitality & Entertainment
Summer 2014 Internship Program

The Fashion, Hospitality and Entertainment Department of Margie Korshak, Inc. is currently accepting applications for their Summer 2014 internship session. The Summer 2014 internship session runs May through August 2014 (Summer 2014 applications due March 8, 2013). The program offers internships focused on public relations, social media and events. The Fall 2014 internship session runs September through December 2014 (Fall 2014 internship session applications are due July 1, 2014).

***MKI internships are unpaid; interns receive a $25 monthly stipend to help cover commuting costs.

About Margie Korshak Inc.:
Founded in 1969, Margie Korshak, Inc. (MKI) is one of the most noted public relations firms in Chicago and the entertainment/hospitality arena nationwide. Over the past 45 years, MKI has developed an impressive list of diversified clientele, including consumer products and services, restaurant and hospitality, theatre, media, beauty, fashion, entertainment, retail, attractions, health care, wellness, financial and real estate. MKI represents local, regional and national companies with diversified business interests.

Our executive teams’ implementation of specifically designed public relations and marketing strategies has given Margie Korshak, Inc. an extremely high success record in providing television, radio, newspaper, magazine and online exposure for our clients.

How We Work:
Margie Korshak, Inc. has a well-rounded staff of 12 people in multiple departments, including account management, social media, special events, public relations, promotions and advertising. The agency operates under a “team-effort” philosophy, allowing clients to be served by a number of professionals with specific areas of expertise who can maintain an up-to-the-minute pulse on the current climate for media and promotional opportunities.

Internship Tasks/Responsibilities:
- MKI interns receive instruction and hands-on experience doing entry-level public relations and social media work in an agency setting.
- Interns can expect to develop a thorough knowledge of local press relations and the ability to practice good judgment regarding appropriate media contacts for the target audience of a client.
- Interns receive practice crafting creative and engaging social media, allowing them to develop a solid understanding of social media strategy as it relates to public relations.
- Interns can also expect to practice liaison, networking and event management skills.

PUBLIC RELATIONS
Typical duties include:
- Tracking, clipping and documenting all client media coverage.
- Researching contacts and outlets using Cision, Google, Compete and Quantcast.
- Creating targeted media lists.
- Writing, planning and scheduling social media content using Hootsuite.
- Following up with media contacts regarding press releases.
- Working client events, including TV segments, grand opening events, promotional opportunities, cocktail parties, fashion shoots, etc.
- Working as part of a team to help develop strategies for different clients during brainstorming sessions.

**SOCIAL MEDIA**
Typical duties include:
- Drafting content calendars, blog posts and other social media content.
- Using Hootsuite and Facebook to schedule social media posts.
- Overseeing the schedule of social media content for the company and various clients on various platforms.
- Researching new strategies and technology related to social media.

Requirements to apply:
- Previous experience in a minimum of one internship in Public Relations/Event Management or Social Media.
- Current college student or recent grad.
- Availability at least 3 days per week Mondays through Fridays (9am-5pm) required; occasional evening and weekend availability preferred as well.
- Excellent attention-to-detail and organization skills.
- Excellent writing skills.
- A communicative and proactive approach to work.
- Solid understanding of social media platforms, including Facebook, Twitter, Pinterest and Instagram.

**To Apply**
1. Like Margie Korshak Inc. on Facebook.
2. And Follow Margie Korshak Inc. on Twitter (@MargieKorshak).
3. Email resume to internships at Korshak dot com.
   b. In the body of your email, include the following information/answers:
      i. Include “Summer 2014 Internship” in email subject line
      ii. What interests you about working at MKI?
      iii. Please tell us about one item in your professional portfolio.

**Due to the high volume of applications, only qualified candidates will be contacted for interviews. Candidates should be prepared to bring a professional portfolio into an interview.**