

## **INTERNSHIP PUBLIC RELATIONS & MARKETING**

Jobcode: UK033

Department: Corporate Communications

Location: London

### **GENERAL SUMMARY**

The intern of public relations is an interface between the company and the media. The primary responsibility is to support the public relations strategy and assist the day-to-day duties. This include assisting in updating the database, monitoring the media, helping with journalists' enquiries and hotels' needs.

### **ORGANIZATIONAL RELATIONSHIP**

Under the direct supervision of the Senior Manager, Marketing EMEA and the Vice President, Corporate Communications, the senior manager shall liaise with its global PR colleagues on a regular basis, in addition to multiple internal departments, business owners to support their respective activities.

### **DUTIES & RESPONSIBILITIES**

- Support public relations strategy as directed by Senior Marketing Manager
- Organize internal media lists/databases to be used by the internal team
- Research & compile a database of member offerings
- Research on comp set
- Assist in fulfilling media requests for images, and information
- Assist writing press releases
- Organize files/administrative work
- Participate to brainstorming to develop press stories that support PHG corporate goals and objectives
- Work with IT on updating PR information and setting up & reviewing tracking reports
- Help with the hotel training
- Accept additional duties and responsibilities as assigned

### **QUALIFICATIONS**

- Good knowledge of European media outlets
- Excellent **written and verbal communication skills** with a passion for literature
- Technology and web savvy with proficiency in all Microsoft Office applications
- Educated to degree level or show a similar level of professional development
- Passion about the travel/ hotel industry
- Multi-lingual preferred

### **WORKING CONDITIONS**

3 months full time minimum – part time accepted from 5 months

Unpaid

Office located in Mayfair, London

### **DISCLAIMER**

The above information on this description has been designed to indicate the general nature and level of work performed by associates within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.