



PUBLIC RELATIONS

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## **NOW HIRING: STUDENT STRATEGIST**

### **BIG WORK IN A SMALL COMMUNITY**

At Piper & Gold, we know we have the power to change our community – and our world – for the better. We show up every day committed to making a difference and having a good time while doing it. We work our asses off and are proud of what the P&G family brings to Michigan as well as each of our lives.

We've built a boutique agency in the heart of Lansing's REO Town, whose elite clients value our work and our time. We produce award-winning solutions with a focus on impact. At P&G, we're a company that's committed to using our skills for good and helping nonprofits, government agencies and small businesses make a difference.

### **WHAT DOES A STUDENT STRATEGIST DO?**

- Work on social media projects like content development, photos, graphics, analytics and influencer engagement.
- Learn and refine how to use Facebook, Twitter, Instagram, blogging and more for promoting organizations and educating publics.
- Work on promotional, writing and research projects for inspiring nonprofits and government agencies.
- Work on media research and building media lists for a range of clients.
- Get involved in the local PR community including Central Michigan Public Relations Society of America.

### **WHO'S GOING TO BE A GOOD FIT?**

- A current sophomore or junior in college.
- A stellar writer who loves AP style.
- Someone with a voice and personality that translates to digital content.
- Someone who's enthusiastic and fabulous, but organized and detail oriented.
- Someone who's independent and accountable.
- Bonus points for previous internship experience!

### **STILL CAN'T GET ENOUGH?**

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Sound like you? Submit your resume and a link to your portfolio, or at least two samples of previous class or internship work of which you are proud, to Caleb Johnson, project strategist, at [caleb@piperandgold.com](mailto:caleb@piperandgold.com) by Friday, November 16, 2018.