



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. It's why we live by the P&G #Truths, a set of 11 values we use to measure our work, our relationships and ourselves. 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 Old Town, whose elite clients value our work and our time. We produce award-winning public relations work with a belief there's always room to improve. 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 strategy, posting, analytics and building relationships with folks.
- Learn and refine how to use Facebook, Twitter, Instagram, blogging and more for promoting organizations.
- Work on promotional, writing and research projects for several nonprofits such as the Ronald McDonald House of Mid-Michigan.
- 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?**

- Someone who's a sophomore, junior or senior in college.
- Someone who's a stellar writer with knowledge of AP style.
- 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 two samples of previous class or internship work to Allie McLary, account strategist, at [allie@piperandgold.com](mailto:allie@piperandgold.com).