



PUBLIC RELATIONS

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 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 and educating publics.
- Work on promotional, writing and research projects for inspiring nonprofits.
- 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 college student.
- A stellar writer of 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 by Friday, March 23, 2018.