



Owen Media Internship Program

Overview

Owen Media manages an internship program to give advanced college students and recent graduates a sense of the public relations consulting business. This document outlines the scope, requirements and compensation related to the program.

Agency background

Owen Media, Inc. is a leading high tech PR and marketing firm with offices in Seattle and Portland, serving clients such as Intel, Lexmark, The Green Grid, HomePlug® Powerline Alliance, Itanium® Solutions Alliance, Climate Savers Computing Initiative and the InfiniBand Trade Association.

What you'll do as an Owen Media intern

You will participate in a variety of agency strategic planning sessions that include conducting category and competitor/client research on behalf of clients. You will also draft vital PR materials ranging from contributed article pitches to media briefing pages and press releases. Occasionally, you will contact editors and analysts on behalf of clients and, when possible, join account staffers in client meetings. You have the opportunity to participate in all agency meetings, account team meetings, and brainstorming sessions on strategic, creative and marketing tactics.

This internship provides the right candidate with a challenging first step into the PR and marketing profession. The skills you will take away from Owen Media will prepare you for your career as an entry-level account coordinator and beyond.

What makes an Owen Media internship better than those of other companies?

You get paid. You learn from real professionals in a structured program. You get heaps of responsibility and opportunity. Owen Media interns learn both the client and the agency side of the business. Perhaps most importantly, the agency has hired 30 percent of its interns. While an agency internship is not a guarantee of full time employment, it clearly helps.

Internship philosophy

Interns at Owen Media are provided with a real-life professional experience in which to learn about public and media relations and marketing. Typically, interns perform at the level of an account coordinator, the agency's entry-level position. Although employment is not guaranteed at the completion of the internship program, the agency is committed to providing interns with a valuable experience that will help build the foundation for a career in strategic communications.

What you'll learn as an Owen Media intern

- Client research: Understanding what sets a client apart – the client's category, competitors and differentiators.
- Messaging: Why is this important? How does the agency do it?
- PR planning: The difference between a long-range plan and a short project plan as well as the general outlines for each.
- Media relations basics: Who are editors and why are they so difficult to talk to? When should a client talk to an analyst? How do you decide which editors to pitch and how to approach them?
- Media relations and events tracking: Vocus, Bacons, Catchpole, etc. – learning to build a media list, editorial calendar and list of relevant tradeshow, as well as tracking client coverage are all vital components of public relations.
- Building relationships of trust: This is PR consulting at the highest level. How does this happen and why should I care?
- Leading clients to results: Being knowledgeable and aggressive, not ignorant and reactive. How do I build category, competitor and industry knowledge? Why are energy and ideas important?
- Results and documentation: Weekly reports, activity reports, follow-ups on meetings and activities.

- Agency mechanics: Estimates and invoices. How we use Timeslips and manage a 30-day billing cycle. The importance of a consistent look and feel of agency documentation to client perceptions.
- New business: How does the agency solicit and close on new business? What are the top five criteria to review when taking on a new client?

Duration

The agency internship program usually lasts three months, depending on the candidate's schedule. The agency prefers full-time commitments for a better understanding of the industry and agency.

Office locations

Owen Media internships are offered in the Seattle and Portland offices.

The Seattle office is located two miles east of downtown Seattle in serene Madison Park. The office is adjacent to a major bus route. Parking underneath and around the building is free. Coffee shops and restaurants abound.

3130 E. Madison Street, Suite 206
Seattle, WA 98112
Phone: (206) 322-1167
Fax: (206) 322-3428

The Portland office is located in the leafy North Park Blocks, adjacent to many great restaurants, galleries, stores and services in the Pearl District.

725 NW Flanders Street, Suites 204 and 301
Portland, OR 97209
Phone: (503) 222-2545
Fax: (503) 222-5793

Dress code

Business casual is the expected dress code.

Hours

The agency is open from 8:30 a.m. to 5:30 p.m., Monday through Friday.

Compensation

Owen Media offers a paid internship. The agency will fully cover the cost of a Metro/TriMet bus pass if needed. We also have free parking at our Seattle office.

How to apply

Send your resume, published writing samples (if any) and references to Owen Media (contact information below). Please specify the dates you will be available.

Criteria

- Background in journalism, public relations, communication, or English is a plus.
- Writing skills are mandatory.
- Able to learn and articulate marketing and public relations tactics.
- Familiar with consumer PC applications and e-mail.
- Outgoing, outspoken, and looking to be a marketing leader.

Contact information

opportunities@owenmedia.com