



# Intern Screening

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2020

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## Position Summary

Ink Link Marketing adds aspiring communications whizzes to its team of professionals as part of its internship program. Our interns don't make coffee—they work on real projects and make valuable contributions. Students with an appetite for information, appreciation for storytelling, and an infatuation with strategy typically work 15-20 hours a week and college credit is available.

### **Public Relations: Leverage your way with words to be part of a client-facing team that researches, writes, pitches and analyzes results.**

- Develop a strong relationship with junior client contact(s); act as backup to senior staff
- Identify, pitch and follow-up with editorial opportunities and new media opportunities
- Attend phone conferences with client, take call notes
- Write, edit and proofread press materials and social media content ensuring quality and consistency with appropriate writing styles
- Demonstrate understanding of and implementation of social media tactic
- Collaborate with other teams to ensure brand consistency
- Keep abreast of each client's industry (assigned) and perform research on current trends
- Suggest and implement new features to develop brand awareness, like promotions and competitions
- Stay up to date with current technologies and trends in social media, design tools and applications
- Research and develop media lists of TV, print, online, radio and social media influencers across multiple markets and concentrations

### **Events: Organize the A-Z of grand openings and local events for our clients in the restaurant, coworking, and business-to-business industries.**

- Handle project fulfillment
- Compile media lists, media summary reports and other forms of analysis
- Compile trade area audits and LSM calendars
- Draft media advisories and calendar listings
- Conduct research for account lead regarding local store marketing initiatives
- Support project management timelines
- Support client lead with assistance for presentations and budgets
- Attend client events
- Support blogger initiatives for client
- Pitch client stories to media
- Handle training of interns
- Support grand opening initiatives
- Maintain project status report and review with supervisor at least twice a week
- Develop and review pitching reports and media monitoring summaries

### **Promotional Products/Sales: Package your ideas (literally) to help customers reach their marketing goals in unique, branded ways.**

- Assist the podcast team with appropriate show research
- Assist with podcast episode outlines
- Prepare and assist with recording PromoMix podcast
- Help organize podcast advertising copy

- Scrub audio and get files ready for podcast engineer
- Conceptualize attention grabbing podcast titles and descriptions
- Work with Content Director on creating related blog and social media posts that will funnel new listeners into our podcast
- Maintain podcast studio and equipment
- Streamline audio backup file system

Please rank the positions you would like to be considered for:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Self-Reflect

Identify Your Strengths/Weaknesses:

### 1. List Your Strengths

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### 2. List Your Weaknesses

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Identify Your Goals/Expectations:

### 1. List Your Personal Goals

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2 List Your Expectations (What do you expect to gain from this experience)

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## **Press Release**

Please time yourself 10 minutes and take a stab at writing a press release announcing you joining the Ink Link Marketing team. This can be submitted as a separate file or types in the space below.

## Proofreading Quiz:

Some say proofreading is easy, but it involves more than finding misspelled words and detecting punctuation errors. Professional proofreading involves checking for correct grammar and word usage too. The following short story is typical of those we proofread and edit. Try your hand at proofreading to see how many errors you can spot.

There are ten sentences; you will see one sentence at a time. Count the typos in each sentence, then enter the number you find.

John desparately wanted to develop a authoratative jazz website, and the task did not phase him.

- 1
- 2
- 3
- 4

He partnerd with Jennifer, a musician he first met in the mid-90's.

- No errors
- 1
- 2
- 3

Jennifer was a classically-trained singer who had had a succesful career, before damaging her vocal chords.

- 1
- 2
- 3
- 4

Her musical interests complimented Johns, so the partnership seamed a natural fit.

- 1
- 2
- 3
- 4

Jennifer proved too be a real trooper, compleating tasks in a lightening-fast manner without him asking her, and John soon gave her free reign.

- 5
- 6
- 7
- 8

An accomplished proofreader, Jennifer corrected even miniscule mistakes, and before long the cite had far less grammatical errors.

- 2
- 3
- 4
- 5

Today, John's and Jennifer's website is one of the few jazz sites which offers comprehensive reviews.

- No errors
- 1
- 2
- 3

Although the site is smaller then others, it is known for it's compeling content.

- 1
- 2
- 3
- 4

As much as they would like to, alot of similar sites just can not compete.

- 1
- 2
- 3
- 4

Some say John and Jenifer got there just deserts.

- 1
- 2
- 3
- 4

## Availability:

Please list all the dates and times you are available for us to refer to when making a schedule if you are chosen to join our team.

	<b>time in</b>	<b>timeout</b>	<b>totalhours</b>
<b>mon</b>			
<b>tue</b>			
<b>wed</b>			
<b>thur</b>			
<b>fri</b>			

Desired Weekly Hours: \_\_\_\_\_