



Greentarget Internship Program



About Greentarget

Greentarget is a B2B public relations firm focused on directing smarter conversations for professional services organizations, including global law firms, Fortune 500 companies and financial services organizations. Grounded in a firm belief in journalistic principles, we embrace the responsibility to help our clients emerge as thought leaders as they represent some of the smartest and best thinkers in the world.

Our culture reflects our core values: hard work, risk-taking, authenticity, creative thinking and individual and team growth. At Greentarget, we pride ourselves on our collaborative nature. Our genuine care for each other and our clients informs our day-to-day work; we're always willing to lend a hand to a colleague in need or brainstorm solutions to a roadblock.

Greentarget's culture committee is dedicated to making sure our values are more than just words on a wall. The committee plans field trips, outings and agency-wide challenges each quarter that are grounded in our firm's core values. Recently, we've visited the Art Institute of Chicago and participated in a scavenger hunt at the Lincoln Park Zoo.



About the Internship

Greentarget's Chicago office – in the historic Chicago Board of Trade building – hosts between five and eight interns at a time. From day one, you will work on real client projects that will allow you to learn and practice the skills needed to succeed in PR.

Interns work closely with every member of the team, from fellow interns and associates to senior management. Because so many Greentarget employees got their start here in the internship program, our team members are always willing to answer questions or take some extra time to walk through a project in more detail.

“Greentarget doesn’t send you to get coffee, they send you to call the editorial staff from top publications and pitch reporters on national television.”

Rather than being assigned to one specific client account, you have the opportunity to work with every account at the firm and touch a variety of industries, such as energy, healthcare, U.S. policy/regulations, automotive and technology. During your internship, we work to ensure that you're exposed to projects you're particularly interested in, whether that's writing, research or social media.

At Greentarget, no two days are exactly the same. During an internship, you will:

- Draft press releases for client announcements
- Create media lists focused on various topics or industries relevant to a particular client
- Draft smart, tailored media pitches to promote client thought leadership, events, etc.
- Call/email reporters from trade, national and broadcast media outlets
- Conduct research ranging from state-of-the-industry reports to new business materials and competitor audits

As you progress throughout the three months, you'll see how each assignment comes together full circle and fits into a client's greater PR strategy.

About the Internship

PR Campaign Project

To showcase the skills you learn throughout your three-month internship, you will create a hypothetical PR campaign built from the ground up. You will choose an organization of your choice – anything from a small town coffee shop to a national financial institution – and create a campaign to support your “client” throughout your internship. We arrange meetings for you with members of our various service teams – including content, research and digital – to brainstorm ideas and strategies for your campaign. At the end of the internship, you will present your project to the Greentarget team.

Qualifications

Our internship regularly involves writing and speaking on the phone, so it's critical that interns are comfortable doing both. Due to the fast-paced nature of PR, organizational skills and time management are keys to success and growth. Our highest-performing interns have a natural intellectual curiosity and aren't afraid to stretch themselves and fail forward.

Basic Qualifications:

- College junior, senior or postgraduate level
- Diversity of majors and degrees is encouraged
- Strong oral and written communications skills
- Willingness to dive into new or unfamiliar topics
- Ability to work as part of a team while managing personal workload and tasks
- Available for three months minimum for a full-time position (Monday – Friday 9am-5pm)



Why Us?

Greentarget interns are truly part of our team – they are encouraged to attend our various training sessions and company-sponsored events such as happy hours, holiday parties, summer outings and more.

At Greentarget, we're committed to leaving a thumbprint on your career and aim to provide you with opportunities to hone your PR skills and prepare you for the next step in your career, whether it's with us or somewhere else.

Almost 100% of our junior associates get their start in our internship program. Many of those former interns stay with Greentarget for years, including three who are now vice presidents at the firm. We are always on the lookout for fresh talent, and the internship program is a great way to get a taste of the unique type of PR we practice.

Interested? Check out www.greentarget.com and email your cover letter and resume to internships@greentarget.com.



About Greentarget

Greentarget is a strategic public relations firm focused exclusively on business-to-business organizations. We direct conversations that drive business objectives, enhance reputations and build meaningful relationships with influencers.

We are a destination for talented individuals whose intellectual curiosity and commitment to our proven process drive an unparalleled level of service, results and value for our clients.

For more information, contact:

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