

## **PUBLIC RELATIONS INTERN**

### **THIS IS WHERE YOUR STORY BEGINS**

You're ready to start your career in PR, and you want to make sure you find the right place to nurture your ambitions. You want to have fun and to make sure your voice is heard.

The Hoffman Agency is an international public relations and integrated marketing communications company that crafts stories to build brands.

We are looking for an intelligent, ambitious Intern with a passion for storytelling, learning and a commitment to excellence. Individuals must have a sense of humour and appetite for working in a positive team environment. This opportunity offers the individual valuable hands-on experience in the field of public relations, allowing the Intern to develop key skills and gain insight into the workings of a global agency.

If you like where this story is leading, read on.

### **THE PLOT THICKENS – WHAT YOU WILL DO**

As an Intern at The Hoffman Agency, you will be assigned to a number of client accounts to provide support to the Accounts / Client Servicing team. Your day-to-day task will include (but not limited to) the following:

- **Media Monitoring:** To monitor stories relevant to clients, their competitors, their industry verticals, and provide in-depth analysis for said stories through Daily Media Monitoring, Weekly Monitoring and relevant coverage reports.
- **Content Research and Development:** To conduct in-depth research via relevant tools and platforms i.e., Google, [Perplexity](#) to identify and develop suitable story angles for various content such as pitch notes, press releases, byline articles, social media calendars, etc.
- **Media Relations:** To build / establish relationships with key relevant media; to build / update a media database for editorial purposes i.e., press release dissemination, editorial pitching, media RSVPs for events, etc.
- **New Business Development:** To participate in new business opportunities by putting together preliminary research and ideas that will help the team create an in-depth proposal.

### **THE HERO'S ATTRIBUTES – THE TYPE OF PERSON YOU ARE**

- Critical thinker
- Accountable
- Responsible
- Creative
- Curious
- Detail-oriented
- Fearless (of market complexity)
- Proactive
- Team player
- Has a sense of humour
- Social savvy

### **THE HERO'S BACKGROUND – WHAT WE'D LIKE YOU TO HAVE**

- A local undergraduate who can partake in an internship period of at least 3 months / 12 weeks
  - Priorities are given to undergraduates majoring in Public Relations, Advertising, Communications, and other relevant courses
- Good command of written and spoken English and Bahasa Malaysia
  - Candidates who can speak, write, and read in Chinese (Mandarin) is an added advantage
- Great research and presentation skills

- A working knowledge of Microsoft Windows and Microsoft Office which includes Word, Excel, Outlook and PowerPoint
- Possession of a leadership role in any extracurricular activity is an added bonus

In an agency environment with client responsibilities, there will occasionally be random, unexpected assignments, so a Hoffman Intern must be flexible and willing to take on any task (rest assured that proper guidance will be provided – our goal is to set you up for success!). The proactive spirit is encouraged and acknowledged at The Hoffman Agency, so an Intern who is open to going above and beyond the call of duty is highly valued and rewarded.

#### **NOTES**

- This is a paid internship programme – Interns will be paid a monthly remuneration of RM1,500.

#### **HOW TO APPLY**

Interested candidates should submit their resume and cover letter to Vicky Wong at [vwong@hoffman.com](mailto:vwong@hoffman.com) or CK Tan at [cktan@hoffman.com](mailto:cktan@hoffman.com).

Shortlisted candidates will be contacted directly.