

BRIANA CYMONE™

The Couture Event Architect

CAREER POSTING:
PUBLIC RELATIONS

COMPANY OVERVIEW	<i>Briana Cymone is a renowned full-service event producer + designer curating stylishly unique celebrations, weddings, and corporate events internationally.</i>		
JOB TITLE:	Public Relations Associate	JOB CATEGORY:	Internship
DEPARTMENT/GR OUP:	Marketing & Co.	PURPOSE:	Professionally manage the spread of information between BRIANA CYMONE and the public. Gain exposure to our audience using topics of public interest and news.
LOCATION:	Atlanta GA	TRAVEL:	Travel upon request
LEVEL/SALARY RANGE:	Internship- Student Credit/Unpaid	POSITION:	Part Time
HR CONTACT:	Please send all inquiries to careers@brianacymone.com	DATE POSTED:	November 1, 2018
TRAINING:	January 11, 2019 – January 17, 2019	POSTING EXPIRES:	December 28, 2018
EXTERNAL POSTING URL:	http://bit.ly/BCCareers		
INTERNAL POSTING URL:	https://www.brianacymone.com/careers		
APPLICATIONS ACCEPTED BY:			
FAX OR E-MAIL: (561) 671-4286 or careers@brianacymone.com <i>Subject Line:</i> Attention: Briana Cymone HR Career: Administrative		MAIL: BRIANA CYMONE, GROUP 3340 Peachtree Rd NE #1010 Atlanta GA 30326	
JOB DESCRIPTION			
<p>➤ <u>ROLE AND RESPONSIBILITIES</u></p> <ul style="list-style-type: none"> • Planning and implementing publicity strategies and campaigns according to the company's agenda and accomplishments. • writing and producing presentations, reports, articles, press releases and other media communications • dealing with enquiries from the public, the press, sources, and related organizations • Planning and promotion of events • organizing and attending promotional events such as press conferences, exhibitions, tours and visits • speaking publicly at interviews, press conferences and presentations • Establish and maintain consumer, community, employee, and public interest. • Providing public information about new promotional opportunities and current PR campaigns progress • Analyze media coverage and work closely with Marketing Team • Coach in effective communication of various types • Studying the organization's objectives, promotional policies, and needs to build public relations strategies that influence public opinion and promote products, ideas, and services. 			

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- Preparing and editing organizational publications, including employee newsletters or stockholders' reports, for internal and external audiences.
- Conferring with managers to identify trends and group interests and providing advice on business decisions.
- commissioning or undertaking relevant market research
- liaising with clients, managerial and journalistic staff about budgets, timescales and objectives
- Welcomes guests and customers by greeting them, in person or on the telephone; answering or directing inquiries.
- Maintains customer confidence and protects operations by keeping information confidential.
- Following up on results.
- Prepares reports by collecting and analyzing information.
- Provides historical reference by developing and utilizing filing and retrieval systems; recording meeting discussions.
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- Contributes to team effort by accomplishing related results as needed.

All interns are required to participate in training. Attend (3) industry speakers panels, complete assignments, and create a wedding OR event marketing plan/business plan.

➤ Qualifications and Education Requirements

- Degree in journalism, PR, marketing or related field preferred, not required
- Excellent written and verbal communication skills.
- Ability to pitch to media.
- Knowledge of consumer marketing.
- An ability to work on big strategy plans as well as day-to-day tasks.
- Ability to think both creatively and strategically.
- Ability to run PR campaigns that deliver measurable results and meet objectives.
- Deadline-oriented, inquisitive, with great follow-up and reporting skills.
- Creativity in securing coverage and buzz with traditional outlets.
- Understanding of social media and solid experience working with bloggers.
- Project and budget management skills.
- Responds well under pressure with strict time limit.
- Quick and enthusiastic learner.

DEGREE PREFERRED BUT NOT REQUIRED

SKILLS: | FLUENT ENGLISH LANGUAGE | MARKETING EXPERIENCE | SOCIAL MEDIA PRESENCE/EXPERIENCE | MARKETING EXPERIENCE

APPLICANTS SHOULD DEMONSTRATE COMPETENCE IN SOME OR ALL OF THE FOLLOWING:

Behave Ethically: Understand ethical behavior and business practices and ensure own behavior and the behavior of others are consistent with these standards and align with the values of the organization.

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Build Relationships: Establish and maintain positive working relationships with others both internally and externally to achieve the goals of the organization.

Communicate Effectively: Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.

Focus on Client Needs: Anticipate, understand, and respond to the needs of internal and external clients to meet or exceed their expectations within the organizational parameters.

Foster Teamwork: Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organizational effectiveness.

Make Decisions: Assess situations to determine the importance, urgency and risks, and make clear decisions which are timely and in the best interests of the organization.

Organization: Set priorities, develop a work schedule, monitor progress towards goals, and track details/data/information/activities.

Plan: Determine strategies to move the organization forward, set goals, create and implement actions plans, and evaluate the process and results.

Solve Problems: Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.

REVIEWED BY:	Briana C. Hardin	DATE:	October 23, 2018
APPROVED BY:	Briana C. Hardin	DATE:	October 23, 2018
LAST UPDATED BY:	Terreana Neal	DATE/TIME:	October 22, 2018