



DIGITAL INTERN

John Guilfoil Public Relations seeks a Digital Intern to assist the Digital team with day-to-day updates/edits as requested by clients, transferring of data to new sites and new website builds. The Digital Intern position is an excellent role for someone looking to enter the field of Website Marketing and Design and who has an interest in government communication. The Intern will learn the skills needed to build out new websites for our client base from the beginning stages or meeting with the clients to understanding their wants and needs to exploring templates and layouts, building out a Wordpress website and ultimately launching a new and more advanced website.

John Guilfoil Public Relations is a public relations agency based in Massachusetts with more than 300 clients, including police and fire departments, school districts, and municipalities across New England.

The intern reports to the VP of Digital. This position is being offered as unpaid and for college credit for 20-25 hours/week.

The position is in-person in our Groveland, MA Office location

Responsibilities and Duties

- Work in conjunction with the Digital team on existing client websites and new website creation.
- Learn about the website development process from initial kick off meeting, content migration, design, training and implementation.
- Partner with Account Coordinators and Executives to troubleshoot client website errors and problems as they arise.
- Exposure and learning opportunities related to writing press releases for police and fire departments, public school districts and municipal government agencies. Interactions with public safety and government officials to collect information in order to create and present website content effectively.
- Other duties and special projects as assigned.

Qualifications

- Understanding of the Wordpress platform & navigating the backend dashboard
- Knowledge of Wordpress Gutenberg blocks and other page builders
- Able to work under pressure and on tight deadlines
- Excellent interpersonal communication and organizational skills
- Attention to detail and use of discretion
- Familiarity with the Adobe Creative Suite, specifically Photoshop
- Familiarity with Canva
- Familiarity with Facebook, Instagram, and LinkedIn

To apply, please submit your resume and cover letter to kristen@jgpr.net, and put "Digital Intern" in the subject line.