



Public Relations Internship

BlueCross BlueShield of Western New York, headquartered in Buffalo, is one of New York's leading health care companies, providing high quality coverage and innovative wellness solutions to members throughout our region. We strive to impact positive and healthy changes in our communities and we're looking for team-spirited, motivated, and enthusiastic people to create opportunities to help us succeed in our mission.

The Public Relations Intern will work closely with the Manager of Corporate Relations to support Public Relations strategies that enhance and elevate the corporate brand. This enthusiastic and strong communicator will be primarily responsible for tracking media coverage, building media lists, researching media opportunities, writing assignments and administrative tasks.

This is a part-time, paid opportunity for the summer. The student must be able to work approximately 20-25 hours per week at our corporate headquarters located in downtown Buffalo. The Public Relations Intern may attend events and media interviews outside of normal business hours.

This internship presents the following Learning Objectives:

- A clearer understanding of our brand recognition in the WNY community as well as on a national level.
- Introduction to the local, national and trade media landscape.
- Development of real-world Public Relations skills and tactics.
- Opportunity to develop and utilize project management skills which can be applied to any business setting.
- How to effectively communicate and interact with all levels of management.

Job Duties may include the following:

- Works closely with Public Relations Specialist to measure and track all public relations activities including earned media mentions.
- Monitors news about issues to identify potential opportunities to advance company positions.
- Develops and maintains media lists and identify key contacts for proactive PR outreach.
- Researches and maintains current data on the company including local, regional and national awards and recognition.
- Attends and assists with the preparation for media events, interviews and other public relations activities.
- Assists with crafting various communications relating to corporate, media and public relations communication for a variety of internal and external constituencies.

Required Skills and experience:

- Juniors or Seniors enrolled in a 4-year program in Public Relations, Communications, Business Administration, Journalism, or Political Science
- Masters or MBA students also encouraged to apply.
- Excellent written and verbal communication skills.
- Proven interpersonal skills and an ability to interact professionally with all levels of the organization.
- Strong computer skills with intermediate proficiency with MS Word and Excel.
- Ability to work independently in fast-paced environment and handle multiple responsibilities and changing priorities within a tight timeframe.
- Must be able to attend events after-hours and on weekends, when necessary.

APPLY ONLINE TODAY!
campuscareers.bcbswny.com

For more information about career opportunities at BlueCross BlueShield of Western New York, please visit our web site at www.bcbswny.com.

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