

Job Title	MWWPR Summer Fellow
Dept./Practice Group	Washington, DC
Reports to	TBD
Classification Inf.	\$15/hour/35 hours per week/enrolled in three-credit course

About

MWWPR, one of the world’s leading independent, integrated PR agencies, is partnering with American University to launch a summer fellows program aimed at increasing diversity in the industry. The mission of this 7-week program is to build a diverse pipeline of talent together.

Through the design of an agency-based learning environment, future industry professionals will have the chance to immerse themselves in hands–on training in an active, professional setting that breaks down barriers and offers a pathway to the profession. At the end of the fellowship, fellows have the potential opportunity to pursue additional employment opportunities at MWWPR.

MWWPR

Thirty-one-years young, MWWPR has gone from one employee in one room with one client to among the world’s leading independent, integrated PR agencies with eight offices across the US and the UK. Guided by data and powered by insights, intellect and instincts, we uniquely deliver on a people-first, client-centric promise that leans heavily into a digitally-led, content-driven approach. Our mission is to get to the heart of the matter: igniting influence and impact to help organizations matter more to those who matter most.

Our expertise spans Consumer Lifestyle Marketing, Corporate Communications and Reputation Management, Public Affairs, Issues & Crisis Management, LGBTQ, Technology, Sports & Entertainment, Food & Beverage and Health & Wellness.

We believe that modern communications go far beyond in the integration of traditional digital – that’s table stakes in 2018. True integrated strategy is about the intersection of consumer, corporate reputation and public affairs. To confirm our instincts, the agency undertook groundbreaking primary research which and identified a wholly new segment, the [CorpSumer™](#). To speak to this audience, and the varied stakeholders critical to our clients’ businesses, we lean into what we call *earned-worthy content*. No matter the channel, message or medium, every piece of content is designed to spark interest, conversation, and most importantly, engagement.

To learn more about MWWPR, visit <http://www.mww.com> or follow us on social @MWW_PR.

American University School of Communication

American University’s School of Communication is the only professional school in Washington that brings journalism, film, public relations and communication studies together, with an international perspective and a focus on new media and entrepreneurship. SOC empowers undergraduates and graduates in its programs to tell stories that influence change, inspire action, and transform our communities and our world.

What We Need

We are looking for up to eight diverse candidates who have a desire to work in public relations, communications, marketing, and digital analytics. Candidates will display strong writing and strategic thinking skills, and the ability to work in a fast-paced agency environment.

Our goal is to build an integrated team, so we are looking for those with skills spanning communications, social and digital media, content development, design, video editing and data analytics.

This requires a 7-week commitment, with time spent both in the MWWPR DC office and virtual settings. Working in partnership with MWWPR, fellows will conceptualize and build their own agency and receive the opportunity to develop, research, and implement work on behalf of actual clients. Fellows will work together to develop the strategic plan to launch a full-scale SOC agency. During the seventh week of the fellowship, fellows will travel to MWWPR New York offices to pitch their ideas.

This experiential learning allows candidates to hone their skills and gain a better understanding of the ever-evolving PR industry. Fellows will have the opportunity to work directly with MWWPR associates to receive counsel, feedback and mentoring.

Fellows will be required to work for 35 hours per week for seven weeks as well as register for COMM696 to receive course credit. In addition to the fellowship duties, there is significant course work as well. Fellows who are U.S. citizens will be paid \$15/hour.

What Is Included (Primary Responsibilities)

Fellows will be required to:

- Perform high-quality client work; think creatively and strategically
- Understand the current PR marketplace and how it affects our industry and clients
- Read, watch and generally immerse themselves in the news cycle and client's businesses
- Write! Long and short-form content
- Conduct and cohesively present research
- Create content – from visual to video to written
- Capture content at live events
- Develop story ideas and pitch media
- Monitor and analyze social networks and media
- Build editorial calendars
- Participate in account team strategy sessions
- Contribute to development of communication plans for client accounts
- Support event logistics as needed
- Succeed in a fast paced, challenging environment
- Perform ad hoc account tasks as assigned

<p>What You Have to Have (Education and Experience Requirements)</p>
<ul style="list-style-type: none"> • Must be enrolled in the MA in Strategic Communication program at American University; we will also consider applicants from the MA in Political Communication and the MA in Global Media • Must be a U.S. citizen or permanent resident, be an AB-540 student/DACA recipient. International students will also be considered but cannot be compensated due to VISA requirements • Historically underrepresented minority students and students from economically disadvantaged backgrounds are strongly encouraged to apply • Superior oral and written communication skills; proofreading and editing ability • Maintain a professional, client-ready demeanor and presentation; keep a high standard of etiquette in all communications and interactions • Fluency in Microsoft Office Suite, and/or experience using Cision (or related PR software), Adobe, Photoshop, Hootsuite (or similar), video editing tools, influencer management platforms, etc.
<p>Success Factors and Other Details</p>
<ul style="list-style-type: none"> • Avid consumer of all forms of news, especially those related to your client industries • Develop an understanding of clients’ businesses, industries, products and services; hone the ability to demonstrate these products • Ability to think strategically, creatively and proactively; exhibit a facility for problem solving and close attention to detail • Desire to pursue knowledge and professional development • Cultivate and exhibit strong presentation and interpersonal skills • Prioritize multiple assignments and manage time in an organized manner to ensure deadlines are met • Consistently strive for personal excellence with both client deliverables and within your team
<p>How to Apply</p>
<ul style="list-style-type: none"> • Applicants should submit a cover letter, resume and short video no more than 90 seconds (iPhone is fine!) telling us why you should be an MWWPR Summer Fellow. All applications must be received by April 2 , 2018. Application materials should be emailed to MWWPR@american.edu.
<p>EEO & Diversity Statement</p>
<p>MWW is an equal opportunities employer and values diversity. EOE/AA/M/F/V/D.</p> <p>American University is an equal opportunity, affirmative action institution that operates in compliance with applicable laws and regulations. The university does not discriminate on the basis of race, color, national origin, religion, sex (including pregnancy), age, sexual orientation, disability, marital status, personal appearance, gender identity and expression, family responsibilities, political affiliation, source of income, veteran status, an individual’s genetic information or any other bases under federal or local laws (collectively “Protected Bases”) in its programs and activities.</p>