



## JOB VACANCY

### Publicity Internship - New York / Los Angeles

#### About WMA

WMA exists to create impactful results for its partners across the digital space. We connect brands, artists and audiences through the convergence of digital media, from music and entertainment to lifestyle and technology. The WMA network is highly experienced and extends globally with bases in London, New York, LA and Nashville to provide a fully integrated digital service. By building strong relationships and original engagements, we work to create something truly memorable for our clients.

WMA has a team of PR specialists working across the music, brand and entertainment space. We work closely with clients to create bespoke and tailored campaigns, on and offline, that generate real impact. We are obsessed with pop culture and being ahead of the curve within the ever-evolving online world. Our approach is both strategic and creative with results achieved through our renowned relationships within the music and media industries.

[www.wma.agency](http://www.wma.agency)

<https://wma.agency/department/publicity>

#### The Role

All clients are different and each project we work on is tailored to their specific needs. As such, the work we do as an agency varies widely and covers various elements of publicity: campaign strategy and planning, creative ideas and PR stunts, strategic media partnerships, analytics and reporting, and more. This internship would therefore involve exposure to a variety of activities and you will be working directly with the publicity teams in both New York and Los Angeles.

This is a fantastic opportunity to gain experience at an exciting, young company where you will be given exposure to a broad range of tasks including:

- Client campaigns
- Preparing presentations and client documents
- Managing weekly publicity campaign reports
- Drafting press releases / media alerts
- Curating editorial content
- Monitoring media coverage on clients
- Keeping up to date with the latest news stories online and reporting to the wider team
- Researching content ideas and supporting the team on the development of strategies



## WHAT SUPPORT WILL I BE GIVEN?

- Weekly meetings with a supervisor in addition to daily guidance from the wider US PR team
- Opportunity to connect with entry-level and seasoned employees in each department

## WHAT CAN I EXPECT TO GAIN FROM THE EXPERIENCE?

- The chance to gain insight into working in a dynamic and fast moving industry
- Opportunity to develop valuable communication, time management and organizational skills
- An understanding of what it's like working in publicity and the music industry

## WHAT SKILLS OR EXPERIENCE DO I NEED?

- A passion for music, creative writing, news, and social media
- Excellent communication skills - written and verbal
- Highly organized and motivated
- Attention to detail
- Enthusiastic with can-do attitude
- Must have your own Mac computer or laptop
- Previous music / PR internship experience ideal. Strong creative writing a must.
- 3 month minimum commitment. Flexible schedule around academic commitments.

## Start Date

ASAP - We are interviewing for Summer and Fall 2021

## Salary

- This is an unpaid internship in New York City and Los Angeles
- We are looking for candidates who are enrolled in an undergraduate program which this internship can support through experience / academic credit

## Applications

Please send a copy of your resume to [jobs@wma.agency](mailto:jobs@wma.agency) with 'US PR Internship - (Your Name)' as the subject. Please include a cover letter explaining why you're a great fit for this internship as well as additional insight on any past relevant experience and future goals.