

Brand Intern, New York

POSITION: Brand Intern

LOCATION: New York, NY

JOB TYPE: Part Time (10-20 hrs per week) / Temp

The Lede Company is a dynamic, fast-growing, New York & Los Angeles based Talent, Communications/PR, and Corporate Consulting firm. The firm specializes in communications strategies across a broad spectrum of industries.

We are seeking a Brand Intern to join the Consumer/Lifestyle Brand team for Spring/Summer 2021. The ideal candidate must have strong communication and writing skills, and must be comfortable dealing with all levels of staff and clients. Previous PR/fashion internships preferred.

This is a paid internship opportunity.

You will gain experience through the following tasks:

- Clipping and scanning for current clients
- Keeping clippings library up to date; putting together reports
- Assisting with editor and influencer product gifting
- Helping to maintain press contacts database
- Assisting the team in research and ad hoc administrative tasks

Essential Skills & Requirements

- Proficiency using Microsoft Office and Google Drive essential
- Ability to take initiative and must have the confidence to learn
- Must be reliable with excellent organizational skills and very strong attention to detail
- Excellent written and verbal communication skills
- Knowledge of Cision and/or MuckRack would be an advantage

ABOUT THE LEDE COMPANY

The Lede Company is a full-service public relations firm, specializing in entertainment. With dedicated Talent, Strategic Communications, Brand and Content divisions, we work to deliver brand strategy and measurable media results for a wide variety of clients. Our business centers on our expertise, relationships, and resources, all of which enable us to not just meet client expectations but exceed them. With a broad understanding of the new public relations landscape, The Lede Company utilizes its deep media and talent relationships in order to fully grasp TODAY'S CULTURE, and ultimately generate results.

