

## Public Relations Intern



<b>Company</b>	<b>Wurth South Africa</b>
<b>Reference #</b>	DM 01/10/2020
<b>Published</b>	02/10/2020
<b>Location</b>	Pretoria, Gauteng, South Africa
<b>Introduction</b>	<p>The Würth Group is the world market leader in assembly and fastening materials and it currently consists of over 400 companies in more than 80 countries.</p> <p>The candidate will be working at the Head Office in Kempton Park.</p> <p>Join us and work in an exciting and challenging environment where we expect and reward performance. We offer a market related salary with benefits.</p> <p>Würth South Africa (Pty) Ltd through the promotion of employment equity (race, gender and disability) will consider only EE/AA candidates through the filling of this position.</p>
<b>Job Functions</b>	Communications,Marketing,Media,Public Relations
<b>Industries</b>	Fmcg (Fast Moving Consumer Goods Sector),Marketing,Retail,Sales,Wholesale
<b>Specification</b>	<ul style="list-style-type: none"> <li>• Assist in developing a marketing communications plan including strategy, goals, budget and tactics.</li> <li>• Help develop media relations strategy, seeking high-level placements in print, broadcast and online media.</li> <li>• Participate on coordinating all public relations activities.</li> <li>• Direct social media team to engage audiences across traditional and new media.</li> <li>• Leverage existing media relationships and cultivate new contacts within business and industry media.</li> <li>• Manage media inquiries and interview requests.</li> <li>• Create content for press releases, byline articles and keynote presentations.</li> <li>• Monitor, analyze and communicate PR results on a quarterly basis.</li> <li>• Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis.</li> <li>• Build relationships with thought leaders to grow industry awareness.</li> <li>• Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding communication strategy surrounding them</li> </ul>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>• Completed BA/MA degree in Marketing, Advertising, Communications or a related discipline</li> <li>• Exceptional writing and editing skills</li> <li>• Experience with social media including blogs, Facebook, Twitter, etc.</li> <li>• Event planning experience</li> <li>• Clear Credit and Criminal record</li> </ul>
<b>Job Closing Date</b>	30/10/2020

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