Communications Intern  
Job Code : 2052  
Division : FIJI Water  
Location : Los Angeles CA US 90064  
Job Type : Unpaid Intern  
Career Level : Student (Undergraduate/Graduate)  
Education : Some College Coursework Completed  
Skill : Marketing -> Communications, Public Relations  
Category : Marketing/Product

ABOUT US:

FIJI® Water, natural artesian water bottled at the source in Viti Levu (Fiji islands), is the number one premium bottled water in the United States and one of the fastest-growing brands worldwide. A product of one of the last virgin ecosystems on the planet, FIJI Water is forced by natural pressure out of its aquifer deep below the earth's surface and into iconic square bottles through a sealed delivery system free of human contact. FIJI Water's unique mineral profile lends to its refreshing taste and soft mouth-feel that have made it a favorite among top chefs and the winner of taste tests by Chicago Magazine, Cook's Illustrated Buying Guide, Men's Health, Every Day with Rachael Ray and others.

The company is committed to sustainable development and is the primary driver of economic development and social welfare in Fiji. FIJI Water reinvests substantial resources to expand access to clean, safe drinking water and to provide quality education and health care for the people in Fiji. As the first net carbon-negative product in its industry, FIJI Water is reducing carbon emissions across the product's entire lifecycle and offsetting at least 120% of remaining emissions through a rainforest restoration project in the Fiji Islands. FIJI Water has also partnered with Conservation International and the people of Fiji to protect and preserve the Sovi Basin, the largest remaining lowland rainforest in the South Pacific.

FIJI Water is widely available at fine restaurants and hotels, all major retail channels including grocery and convenience, and through an innovative home delivery program. Following the success of the flagship U.S. business, FIJI Water has expanded to Canada, Mexico, the Caribbean, Western Europe and Asia Pacific. To learn more, please visit www.fijiwater.com.

FIJI Water’s parent company is Roll International, a private holding company that also owns Teleflora, POM Wonderful, and Paramount Agribusiness (nuts and citrus).
RESPONSIBILITIES:

This is an unpaid internship targeted to last 10 – 12 weeks, with an approximate commitment of 20 or more hours per week. Reporting to the Public Relations Manager, the intern will take on a key project to help the company drive U.S. based and global communications program.

The intern must have strong writing and communication skills, excellent phone manner, online research experience, and experience working with media. Intern would be responsible for researching and updating media lists, working with local event marketing teams to pitch event coverage to local publications, media monitoring and reporting, as well as participating in administrative duties, as needed.

Communications Intern Project

* To research and update media pitch lists in a variety of areas including:
  ~ CSR/Philanthropy
  ~ Fashion/Events
  ~ Entertainment
  ~ Business
  ~ Local market events

* Own a portion of our greater Fashion Week public relations efforts
  ~ Work with the events team to create a PR strategy (with oversight)
  ~ Write media materials
  ~ Pitch media and follow up
  ~ Secure placements

* Assist in research and writing media materials
* Media monitoring and clip reports
* Administrative duties as needed (FEDEX, Mailings, etc.

Essential Job Functions

Academic interns will focus on one primary project as well as support other functions during their internship. The role will offer opportunities to interact with a variety of people across the organization as well as outside agencies. A working understanding of public relations as a whole and impeccable writing skills a must.

Job Requirements:

* Currently in an undergraduate or graduate program for Public Relations, Journalism or other related field
* Strong writing skills
* Preference for someone who has done a communications internship in the past
* Excellent communication and interpersonal skills
* Ability to multi-task and work in a fast-paced environment
* Strong research skills
* Excellent phone manner
* Highly proficient in MS Office Suite, as well as the ability to learn a media-tracking database