# Job Description Form

**Job Title:** Intern  
**Department:** Public Relations  
**Location:** El Segundo, CA  
**Reports to:** Gengy Gonzalez/Amanne Alkenni/Jennifer Newton

**Title:** Public Relations Assistant / Media Relations Assistant / Sr. Manager Public Relations

<table>
<thead>
<tr>
<th>Level/Grade:</th>
<th>Type of position:</th>
<th>□ Full-time</th>
<th>X Part-time</th>
<th>□ Contractor</th>
<th>□ Intern</th>
<th>□ Exempt</th>
<th>X Nonexempt</th>
<th>□ Non-Paid</th>
</tr>
</thead>
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**General Description:**
PR interns at Murad receive excellent real world experience during their tenure, as well as having the opportunity to delve into many different facets of PR including:

- Media relations
- Product placement
- Celebrity seeding
- Event coordination
- Internal communications
- New product launches
- Executive speaking opportunities
- Writing (including drafts of press releases, fact sheets, executive bios, backgrounders, etc.)
- Pitching
- Corporate philanthropy
- Promotions and sponsorships
- Gifting suites
- Social networking
- And much more!

**Primary Job Functions:**

**Media Relations**
- Writing (including drafts of press releases, fact sheets, executive bios, backgrounders, etc.)
- Assisting with new product launch media outreach
- Pitching and following up with select media according to the PR Calendar
- Provide products to journalists as requested
- Assisting with coordination of media contests and giveaways
• Update and maintain corporate media list and product shipping log
• Coordinate press clips by reviewing publications for Murad mentions, scanning clips and maintain online clip folders, and creating monthly Murad in the Media PR Summary for company wide distribution

Public Relations
• Selecting and sending products for inclusion in movies and television productions
• Assisting in strategy for celebrity outreach; providing products to Murad celebrity fans
• Assisting with event coordination
• Drafting internal communications; brainstorming new ways to reach the internal audience
• Researching executive speaking opportunities
• Researching and assisting in promotions and sponsorships
• Assisting in gifting suite coordination
• Brainstorming social media strategies and proposing social media content
• Fulfill approved charity requests and maintain stock of donation supplies

Secondary Job Functions:
• Conduct and maintain inventory of PR closet

Supervisory Responsibilities:
N/A

Attributes:
• Proficient in Microsoft Word, Excel, PowerPoint & Outlook
• Outstanding written & verbal communication skills
• Well organized and an efficient multi-tasker
• Must be detail oriented
• Team player
• Positive, can-do attitude and willingness to do what it takes to get the job done
• Ability to exercise discretion and confidentiality
• Proficient in Microsoft Publisher and Oracle a plus

Education Requirements:
• Must be enrolled in a Public Relations, Communications or similar college-level program

Special Physical Requirements:
• Must be able to lift boxes, climb ladders, drive to run errands

Reviewed by:
Title:

Approved by:
Title:

Send resumes to jnewton@murad.com and ggonzalez@murad.com and aalkenni@murad.com