

LD Brand // PR & Marketing Internship
4 Month Internship Beginning August 2022
20 Hours Per Week

Company Overview

Laura DiFrancesco LLC (the LD Brand) is a women-owned and operated publishing, media, production and education company, located in West Chester, PA. The mission of the company is to inspire, empower, support and celebrate women and entrepreneurs. The company has business, legal and lifestyle educational products and resources. In addition, it has a publishing and production focus to publish books and media in furtherance of its mission. Our team works closely to support one another and deliver the best experience for our clients. You can learn more about the company [here](#).

This internship offers students an opportunity to gain exposure to the inner workings of what a PR/Marketing role looks like in real life. It is a four-month internship beginning August 2022. The internship requires at least twenty hours per week, at least one hour per week day with a schedule to be agreed upon prior to hiring. The PR/Marketing Intern will work directly with the company's Founder. We will provide the resources necessary to succeed, and encourage growth through empowering feedback to develop your skills and knowledge. Students that are creative and know how to take initiative will thrive in this position.

Who Are You?

Self Motivated You are driven, enjoy a challenge, and are proud of the work you deliver. You excel in prioritizing and executing multiple assignments in a timely manner.

Naturally Curious You are innovative, think critically when given an assignment, and have an impeccable attention to detail.

Solution Oriented You are creative and consider all resources until you've found the best solution. You are always looking for ways to be more efficient and productive.

Positive Energy You are charged with energy to get work started and you maintain a positive outlook throughout the day.

Team Player You are supportive, reliable, and have a willingness to learn from others. You enjoy being friendly and connecting with coworkers.

Role & Responsibilities

- Working hands-on for preparation of email newsletters, social media posts, reels and other marketing content.
- Contributing in brand marketing initiatives from beginning to end. This includes digital projects (social media, website development, podcast, and competitive research), public relations, advertising campaigns and media analyses, events, photoshoot and video production and producing marketing materials.
- Follow trends and develop content strategies that are engaging.
- Heavy focus on outreach to increase brand awareness and widen our sales funnels.
- Participating in training and education provided on subjects pertaining to public relations and marketing strategies, software, and creative media.
- Assisting the team with any administrative needs.

Education & Experience

- Must be pursuing higher education in a related field
- Related work experience is preferred
- Experience using Adobe, Canva, and other graphic design programs is a plus
- Proficient in G-Suite, Word, and Excel

Why Our Company?

- Female empowered, diverse working environment
- Ability to work at the Flourish Coworking Space in West Chester, PA
- Where what you'd like work attire
- Join a young and passionate group of female entrepreneurs

Application Instructions: Please send your resume and cover letter to laura@lauradifrancesco.co. Examples of your work are not required but may also be included in your email. Your own social media marketing may be used as a work product.