



Internship Opportunity
Aguillon & Associates
Public Relations, Public Affairs, Marketing

Point of Contact:

Vincent Estrada
Aguillon & Associates
210.254.9160
vincent@aguillon-associates.com

Internship

Aguillon & Associates is a full service firm, using an integrated approach which combines public relations, public affairs and marketing initiatives to support clients' objectives and communicate their messages effectively. This internship will develop the intern's experience in the many facets of Public Relations, Event Planning, Marketing and Public Affairs.

The proposed internship will involve hands-on training in these three areas:

Public Relations - The intern will learn to create Press Releases, Media Advisories, and Media Lists. They will also be responsible for Public Relations Plans, Event Management, Message Development, and research when applicable.

Marketing - The intern will learn to market to the general community and to targeted groups and/or areas. They will also be responsible for creating Marketing Plans, updating clients Facebook and Twitter pages, creating collateral pieces to email and print, Message Development, Copy Writing, and research when applicable.

Public Affairs - The intern will learn to reach out to elected officials, business leaders, non-profit organizations, various board and commission executives and board members, community leaders, business stakeholders and various chambers of commerce. They will also be responsible for representing the firm and its clients at various events, recommending ways to create synergy among the various groups for individual clients and working with members of the community.

Graphic Design – The intern will learn to create various forms content for clients. This could include social media graphics, banners, invitations etc.

The intern will develop knowledge in the areas of:

Strategic planning
Media planning, buying and reporting
Community relations
Public outreach/participation



Event management
Business-to-business marketing
Social Media
Corporate communications
Branding
Graphic design
Web design

Required experience: Working with Apple products, Microsoft Word, Excel and PowerPoint.

Scope of Internship: Intern should be able to work at least 15 - 30 hours per week between the hours of 9 am and 6 pm M-T and 9-1 on Fridays. This is for course credit or experience, and is not a paid internship.