

## Position Description (Public Relations - Intern)

**Reporting to:** Mr. “Coach Nic” Colbert, Chairman & Chief Coach

The Public Relations (P.R.) - Intern role will be responsible for learning and applying Coach Nic DC’s (CNDC) marketing systems for generating local and national news media attention in the following ways:

### The Work

- Draft press releases for local media.
- Develop creative and effective strategies that drive high media engagement and interview requests.
- Serve as liaison between media and CNDC.
- Establish and manage relationships with local and national media.
- Get media to cover story of Client helping small businesses survive during COVID-19.

### The Learning Experience

- Be mentored by the Chief Coach (Coach Nic) on how to successfully coach small businesses from different industry classifications.
- Participate in routine meetings with Coach Nic, small business clients, and other interns to receive guidance, offer feedback and to share progress updates.
- Providing weekly status reports on social media performance as relates to goals, metrics, relevant topics, and overall progress.
- Gain real-world experience by working small businesses.
- Discuss and debate problem-solving scenarios with fellow interns.

### The Opportunities

- Become a paid 1099 contractor to Coach Nic DC and its subsidiaries.
- The opportunity to have direct, consequential, and immediate impact from your performance that builds your resume.

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