

# Denterlein

For recent college graduates, practical working experience is invaluable. Our Project Coordinator Program™ offers a unique opportunity for participants to work directly with our clients and internal teams and learn the fundamentals of PR consulting and project management. Participants also get direct exposure to key industry areas in our region such as healthcare, higher education, real estate, energy, non-profit – and more.

During an 18-month tenure with us, PCP™ participants work under the guidance of senior staff to meet the needs of clients by supporting a variety of areas throughout the agency including but not limited to:

- Competitor/Industry Research
- Developing and maintaining media databases
- Tracking and monitoring client media coverage
- Writing and distribution of press releases
- Conducting media outreach and follow-up
- Assisting with client services
- Drafting and pitching stories to appropriate media
- Digital content development
- Participation in internal strategic planning meetings and brainstorming activities

PCP™ participants are fully integrated into at least 3 client teams and can also elect to take on responsibilities that focus on general business operations, business development, and/or marketing for the firm.

Client responsibilities typically include:

- Attending client/team meetings (including scheduling)
- Managing action items/tracking grids
- List management (research, creation, keeping lists/grids current)
- Compiling media coverage into client-facing reports
- Drafting pitches and press materials; writing press releases/media advisories
- Digital media and content development

Requirements

- Proactive, outgoing, self-starter attitude
- Strong writing and verbal communication skills
- Experience with writing and creating content for digital platforms
- Excellent organizational and time management skills
- Previous internship experience preferred

Benefits

- Health & dental insurance
- 401K (eligible at 6 months)
- Generous PTO
- Summer Fridays

Interested in applying or learning more?  
Reach out to Nicole Iannucci: [niannucci@denterlein.com](mailto:niannucci@denterlein.com)