



CHARLES COMMUNICATIONS  
ASSOCIATES, LLC

## Intern

### Job Description

We are looking for three-month interns who can work part time and who will jump in and join our fast paced team. We need a smart, agile, resourceful can-do individual who is self-motivated, self-assured and willing to learn.

### Responsibilities

- Be familiar with CCA's clients and our general marketing strategies, ask questions when necessary
- Learn who the appropriate client contacts are for different requests
- Work on ad hoc client projects as needed – conduct research, design collateral, coordinate meetings, assist in sending product samples mailings to media,
- Help maintain CCA's online presence: Update Facebook & Twitter profiles and contribute to the PRs Blog.
- Answer phones & greet guests
- Manage sample sends from CCA office – arrange UPS mailing labels/pick up/tracking, pack wine, print press kits
- Monitor CCA clients in the media using Meltwater Alerts, Google Alerts, and CCA's online subscriptions.
- Inform specified client contact of all media mentions (print & online)
- Assist in the management of CCA's proprietary media list, build and update lists as requested using all of CCA's tools.

### About Charles Communications Associates

We are an independent creative marketing communications, new media and public relations firm that helps local and global companies create, build and launch a brand. Recognized as one of the most effective PR firms in the wine industry, CCA is also known for success in the gourmet, natural and organic food and beverage categories, as well as for top shelf spirits and luxury products marketing. Realizing the constantly growing potential of new media as marketing platforms, Charles Communications develops and executes new media strategies for clients driven by an in-depth understanding and experience with social network sites, blogs and other marketing relevant online media.

**Qualifications:** Thorough familiarity of MACs, Excel, Social Media capabilities, Media database knowledge, writing skills a must... Wine and Food knowledge a plus.

**Compensation:** The internship offers a monthly stipend.

**Holidays:** Paid holidays for 2011 include: May 30, July 1<sup>st</sup> and 4<sup>th</sup>, September 5<sup>th</sup>, November 24-25 and December 23<sup>rd</sup>.

### Car and Phone:

It is ideal if you have access to a car for client meetings or prospective new business calls. We are reimbursed by clients for mileage, and cannot charge back for rental cars unless it's for the mileage equivalent. If you do not have a car, then you would be compensated for the mileage incurred, but would be responsible for a rental vehicle as we are in a business that is mobile and requires accessibility to a car. CCA covers basic data plans pro-rated for business vs. personal on smart phones. We can review the plan you have to see what works best for budget and needs.

Interested candidates please complete the attached questionnaire. Resume will not be considered with a completed questionnaire.

1. Describe a meaningful personal experience w food and wine.
2. How do you organize your schedule?
3. Which publications do you regularly follow and why?
4. How do you stay current with the latest happenings in the wine and food world?
5. What is your favorite wine and why?
6. What is your favorite restaurant and why?

For consideration email resume along with responses to the questions above to [careers@charlescomm.com](mailto:careers@charlescomm.com).