



INNOVATIVE PR

CALL FOR APPLICATIONS

FALL 2022

Position Title

Account Specialist

Course Dates

8/15/22 - 12/9/22

Application Deadline

Submit by 5:00 p.m. on Friday, March 25, 2022

Description

Gain a competitive advantage over your peers with real agency experience before you graduate. Use the skills you've developed in the UCM Public Relations and Strategic Communication degree program to execute and evaluate real campaigns with real clients, fulfill subcontracted requests through the Integrated Marketing and Communications office, and continue promotional campaigns for current and new IPR clients.

Pay Rate

Earn valuable experience and three credit hours in PR 4625 Innovative PR. This is an approved PRSC major elective.

Working Hours

Students work a minimum of 12 hours weekly. Schedules are determined after enrollment and kept as flexible as possible. Each credit hour earned requires 60 hours worked, totaling 180 hours worked for three credit hours.

Required Education & Training

Applicants should be a public relation/PRSC major. Applicants must also have completed PR 2620, PR 3610, and PR 3620. Students may apply while currently enrolled in PR 3620. PR minors who have completed certain electives (PR courses) may be considered.

Required Skills

Word-processing, presentation, spreadsheet, multitasking, time management, critical thinking, leadership, attention to detail, ability to work in teams, ability to meet deadlines, and social media strategy.

How to Apply

Include the following documents (as PDFs) in your application: (1) cover letter, (2) résumé, (3) a current CentralDegree Audit, (4) one writing sample, (5) two references, and (6) your response to the writing prompt listed below, (7) Include any relevant design work, if applicable.

Incomplete applications will not be considered. Submit via email directly to IPR Manager Ashleigh Horn at ipr@ucmo.edu, by 5 p.m. March 25, 2022.

WRITING PROMPT

The University of Central Missouri's Public Relations and Strategic Communications program was recently named to the 2022 PRNews A-List of schools. The A-List highlights public and private institutions that are doing an excellent job training future PR and marketing professionals. UCM was one of only 41 institutions to receive this honor.

Develop a tweet OR Instagram post spotlighting UCM's addition to the list. Additionally, create a blog headline and write a first paragraph testifying about your own experience in the UCM PRSC program and how it has impacted you as a student and future professional. Think about all of the tools and experiences it has equipped you with. To learn more about the PRNews A-list, visit <https://www.prnewsonline.com/go/the-2022-education-a-list/>.