

# CALL FOR APPLICATIONS

Fall 2023



INNOVATIVE PR

**Position Title**

Account Specialist

**Course Dates**

8/14/23 - 12/9/23

**Application Deadline**

Submit by 5 p.m. Friday, March 17, 2023

**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 & Strategic Communications degree program to execute and evaluate campaigns with real clients, fulfill subcontracted requests through the Integrated Marketing Communications office, continue promotional campaigns, and meet the needs of 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 per week in face-to-face and/or remote settings. 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 Relations and Strategic Communications major. Applicants must complete PR 2620, PR 3610, and PR 3620 to enroll. Students may apply while currently enrolled in PR 3610 and PR 3620. PRSC minors who have completed certain PR electives 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, mindset, curiosity, and self-motivation.

**How to Apply**

Include the following documents (as PDFs) in your application: (1) cover letter, (2) résumé, (3) a current Central Degree Audit, (4) one writing sample, (5) two references, (6) your response to the writing prompt listed below, and (7) 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](mailto:ipr@ucmo.edu), by 5 p.m. March 17, 2022.**

**WRITING PROMPT**

The UCM Public Relations and Strategic Communications program was recently named to the PRNews Education A-List for the second year in a row. The A-List recognizes the best institutions of higher education in the nation for career advancement in PR and marketing communications.

Develop a **Facebook OR LinkedIn** post highlighting this designation. Think about who the program's audience is (current program students and alumni) and what kinds of messaging or images appeal to them. For more information about this award, visit <https://prnewsonline.com/> or <https://bit.ly/ucm-prsc-a-list-2023>.