

Pinnacle Public Relations

Organisational Profile

Pinnacle is the world's largest specialist international public relations training, media training, communications training company with offices in London, Brussels and Dubai. We conduct training on communications-related topics in open courses, customised sessions and in larger conferences and seminars. Our clients are mid-level to senior public relations and communications professionals from the public and private sectors across Europe, the Middle East, Africa and beyond from NGO campaigners to CEOs and government ministers.

The work is varied and our interns have the opportunity to gain valuable professional experience.

Internship Profile

The exact responsibilities are to be agreed but will include the following:

- Market Research of target audiences for training programmes
- Press and Brussels agenda review
- Database entry and maintenance
- Training support:
 - ✓ Assisting our consultants in preparing training courses
 - ✓ Materials preparation and editing
 - ✓ Technical support (occasionally operating video cameras and microphones during training)
 - ✓ Market research – customer research, client feedback
- Assist in the tactical marketing of courses
- Providing general support to the office

As we are a training company, the interns can take part in a number of training courses.

A personal development plan will be agreed at the beginning of the internship and reviewed weekly. Should it be required, job application coaching will be provided to the intern.

Intern Profile

We are looking for an enthusiastic individual who is keen on developing their career.

- ✓ Well organised: able to multi-task and respond to competing demands.
- ✓ Research skills: ability to undertake desk research and to summarise main points in succinct and clear reports. Analytical skills necessary to draw conclusions from research.
- ✓ Customer service orientation: automatically thinks from the clients' point of view and what added value can be provided.
- ✓ Entrepreneurial skills: is able to spot opportunities and decide on action to take to turn opportunities into prospects.
- ✓ Communication skills: excellent quality written skills (especially in English), attention to detail. Understands how to communicate in professional contexts.
- ✓ Learning and developing: interested in own professional development and has a clear idea as to own career development. Values work experience as a way to develop their competencies and skills.
- ✓ Proficiency in MS Word, Excel and Power Point. Knowledge of basic web-site management.
- ✓ Languages: fluent in English, working knowledge of French and other languages an asset.