



Skip Barber Racing School LLC (SBRS) has long been regarded as the world's best racing and driving school, catering to race enthusiasts as well as those looking to hone their street driving skills. In operation for over 42 years, Skip Barber Racing School has grown to offer a range of automotive entertainment, education and competition. We operate the largest racecar fleet in the world. SBRS knows that it is the employees who make a company successful. That's why SBRS is constantly seeking intelligent, motivated people with a desire to join a hard working, but relaxed environment in an exciting, fast-paced industry.

Public Relations/Marketing Intern

Position Summary:

There are paid internship opportunities as a Public Relations/Marketing Intern. The successful candidate will be responsible for assisting the Marketing team in executing various projects that support and enhance communication within the organization and externally with media, analysts, bloggers, customers and other stakeholders.

Qualifications:

Bachelor's degree (or working towards a BA) in Communications, Public Relations, Journalism, Marketing, Business, Graphic Design or related (Junior or Senior is preferred).

Previous PR/Communications internship or relevant leadership role at college/university is highly desirable.

Sophisticated written and verbal communication skills.

Ability to speak articulately to external and internal customers. Design/visual/artistic sensibility. Demonstrated

Competitive Compensation:

- \$15.00/hour plus a Skip Barber Racing School retail program (based on local availability)

Job Title

Public Relations/Marketing Intern

Reports To:

Marketing Manager

Position Summary:

This position is responsible for assisting the Marketing team in executing various projects that support and enhance communication within the organization and externally with media, analysts, bloggers, customers and other stakeholders. Each candidate must spend at least 20 hours in the Skip Barber Racing School office per week.

Description:

- Graphic Design in the Adobe Suite or related platforms
- Assist in building a projects database to report current initiatives with sponsors like Lexus, Mazda, BFGoodrich, etc.
- Content creation for UniversityofSpeed.net and other external media partners
- Providing internal and external stakeholders with product info and imagery
- Help organize and execute PR events, such as contests, media tours, and photo shoots
- - - Assist in tracking/reporting advertising and digital initiatives
- Assist in the analysis and reporting of marketing campaign needs and/or successes
- Manage Flickr Page (www.flickr.com/skipbarberracingschool)
- Pitch local/national media to generate positive buzz about Skip Barber Racing School
- Coordinate with internal departments to respond quickly to customer needs, requests and problems
- Social Media Reporting
- Ad Value Reporting
- Brand Survey Reporting
- Assist in coordinating special events
- Assist in various duties as needed



PR/Marketing Intern Job Description



Qualifications:

- Bachelor's degree (or working towards a BA) in Communications, Public Relations, Journalism, Marketing, Business, Graphic Design or related (Junior or Senior is preferred)
- Previous PR/Communications internship or relevant leadership role at college/university is highly desirable
- Sophisticated written and verbal communication skills
- Design/visual/artistic sensibility
- The individual must demonstrate the ability to undertake basic public relations writing assignments, and possess an understanding of basic media relations skills
- Understanding of social media channels and corresponding strategies with platforms like Twitter, Facebook, Instagram, and YouTube.
- Knowledge of Adobe Suite is ideal.
- -Photoshop
- -InDesign
- ·Knowledge of Microsoft Excel/Spreadsheet Software
- Basic HTML Knowledge
- Media Relations experience a plus!
- Experience working with Google Analytics is a plus

To apply, send a resume and a brief statement of interest to hr@skipbarber.com¹