

DAVID YURMAN

Title Public Relations Intern

Direct Report Public Relations Coordinator and Public Relations Assistant

Overview This intern position is an exciting opportunity to gain work experience within our Public Relations team. This position will assist the Public Relations team with all departmental global needs for Women's, Men's, High Jewelry and Timepieces.

Our Company David Yurman was founded in New York in 1980, and quickly became known as America's leading fine jewelry and luxury timepiece brand for men, women, and children. Its signature gold and silver designs; diamond, pearl, and gemstone jewelry; and Swiss-crafted timepieces are renowned for capturing the essence of relaxed American luxury. David Yurman collections are available at 43 retail locations throughout the United States, France and at over 362 locations worldwide, through their exclusive authorized fine jewelry and timepiece network of retailers.

- Responsibilities**
- Assist with creating weekly Newsflash with all editorial credits and Digital Directory
 - Organize event invitations
 - Support with creating quarterly press book
 - Assist with donation and gifting requests
 - Help with image uploads to Dropbox
 - Daily management of David Yurman publication credits (Magazine clipping and scanning)
 - Maintain media archives
 - Assist PR team with special projects and press for events
 - Research and analyze new media for PR department
 - Ongoing general administrative duties (messenger arrangement, expenses, etc.)
 - Weekly magazine pick-ups
 - Keep an up-to-date and accurate database of contacts
 - Support the Senior Vice President of Communications and/ or the Communications Manager when needed.

- Department Protocol**
- As coordinators are primary mentors, interns should let them know everything they are working on, CC them on all emails, and let them know if they are asked to do any projects from other departments.
 - Hours are 9am-5pm or 10am to 6pm Tuesday-Friday (or pre-determined days of the week).
 - Interns should dress in business casual attire. All clothing should be an appropriate length. No shorts, low cut shirts, or see-through clothing are allowed.
 - The Intern area should be kept clean at all times and before leaving all trash should be thrown out, papers should be organized, the laptop should be plugged in and all magazines should be filed and put away.
 - Interns may request to go to meetings, but attendance is not required, and will be on a need by basis, however there will be a weekly touch base with the interns and coordinators.
 - The interns should let the coordinators know when they have completed a project.
 - Time-off requests should be mentioned before hiring and special requests require 2 week's notice. Both the coordinator and manager should be informed of sick days via email by 8am the day of.
 - Meetings scheduled with other departments should be scheduled by the coordinators, and should only be with those on the coordinator level.
 - When interns take a break or go to lunch, they should let the coordinator know.
 - Interns should only email from their assigned David Yurman email address
 - Coordinators need to be Cc'ed on any emails sent to the Communications Managers.
 - Interns should not discuss any internal information outside of the department including on social media.