

Job Description

Title: Intern-PR Fashion

Location: Public Relations

Position: Intern - PR Fashion

Purpose:

Responsible for assisting the Public Relations department in promoting Mall of America and working closely with Mall of America's Trend Specialist. Candidates should have strong interest in fashion as well as strong writing and communication skills. Experience in fashion, trends and retail is preferred.

Essential Duties:

- Work closely with Mall retailers to pull and return merchandise for media segments
- Escort Trend Specialist to local TV and radio stations for media interviews and segments
- Research and advise Mall of America on upcoming fashion and entertainment trends
- Assist with media segment planning
- Assist in styling outfits for fashion segments
- Book models for media segments
- Answer guest questions and provide assistance when needed
- Maintain the safety and cleanliness of the facility

Preferred skills, knowledge and abilities:

- Pursuing a degree in Public Relations or Journalism
- Strong knowledge of computer and word processing applications
- Some knowledge of using social media tools such as Facebook, Twitter, WordPress and YouTube
- Good verbal and written communication skills
- Strong organizational skills and ability to manage multiple assignments simultaneously
- Assertive with a "can do" attitude and able to work independently as well as be a team player

To apply:

• Send resumes and cover letters to **resumes@mallofamerica.com** with subject line: Intern – PR Fashion.

• **Fill out online application by visiting www.mallofamerica.com/employment**, select PR from dropdown and Intern – PR Fashion.