

**Pro-Fit Gym**  
**Public Relations Intern**  
**May 31<sup>st</sup> – July 30th**

The Pro Fit Gym is recognized as the best CrossFit gym in Iowa. We are located in the Iowa River Landing (IRL) 770 Quarry Rd., Coralville, IA.

We're currently seeking a **Public Relations Intern** who will promote positive interactions of our members and our facility within the gym and within the community. This intern will create timely and targeted content, and make things happen. We want someone who can help interpret the needs of the business, analyze the current situation, and implement public relations strategies. Beyond any experience in public relations, we hire based on enthusiasm, respect, goal-oriented, and community driven qualities.

**What you'll do**

- Anticipate, analyze and interpret information and data that may impact the operations, performance and business interests
- Prepare marketing and public relations recommendations that are designed to solve problems, provide solutions and get results
- Write, edit, prepare and distribute fact sheets, news releases and other pertinent forms of writing
- Potentially, manage relationships with key reporters/editors
- Pitch story ideas to reporters/editors
- Coach members on media training and media interviewing
- Maintain positive working relationships with the other departments, in order to enhance project workflow, cultivate a positive working environment, and evaluate potential PR opportunities

**Benefits**

- Unlimited access to classes and gym
- Fitness and well-being experience and knowledge
- Access to personal trainers
- Community involvement

If this internship sounds like it's meant for you, apply and include a resume and cover letter.