

# THE ROMANS

## JOB SPEC – INTERN

We're looking for a proactive intern who's excited about the world of consumer brands and PR, and ready to jump in, learn fast, and make a real impact across our client accounts. The Romans was founded in the UK in 2015 and came to the Netherlands in 2023. The agency was born of being bored of boring PR. We use creativity and our obsession with culture to connect diverse audiences with stories and collaborators they care about. We earn attention by being genuinely relevant – staying at the forefront of niche and mainstream trends to find ways for our clients to show up for communities authentically

### Key skills required for the role:

- Highly organised and brilliant attention to detail
- Good time management skills and the ability to work across multiple accounts simultaneously
- Positive, can-do attitude and enthusiasm to learn and develop new/existing skills
- Willingness to get stuck in and wear lots of different hats! It's about working speedily and being involved in a real range of work
- Passion for and understanding of the NL media landscape
- Creatively driven and excited to learn about the specialist craft of PR creative
- Socially savvy and keeps on top of new developments in the social space - influencers, social media, trends and more
- You are currently enrolled in a degree focused on marketing, communications, or business management (We will allow time to work on your graduation project alongside the internship).
- You are able to intern with us for a minimum of 20 weeks.

### Your key tasks and areas of responsibility will be:

#### COMMUNICATION:

##### Media relations

- Day-to-day, ongoing liaison with journalists to discuss product reviews, media drops or forward features
- Learning to use media database tools, to learn how to make media selections
- Attendance of media meets, alongside senior team members, to discuss client-relevant media opportunities
- Pitch press releases and feature ideas to national, regional and trade journalists, across print, broadcast and online during sell-ins

##### Influencer relations

- Regularly monitoring relevant social platforms to identify and recommend influencers relevant for client collaborations
- Maintain influencer-focused databases with suggestions of how we could approach/collaborate with them

##### Writing

- Successfully compiling client-facing emails (for team approval) e.g. articles of interest, coverage sellbacks, Friday reports, etc.
- Writing press releases

##### Team Management

- Updating team re. 'to-do' list and capacity, prioritising workload accordingly and seeking support and clarification where necessary
- Communicating the status of actions to team
- Sharing noteworthy feedback/updates on an ad hoc basis, where relevant

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## **CREATIVITY:**

### **Brainstorms**

- Participate in internal brainstorms – contributing ideas for news angles or other activities

### **Proactive & reactive ideas**

- Pitch reactive, client-relevant ideas to team for consideration
- Forward plan with the news agenda to suggest relevant media opportunities for clients

## **CULTURE:**

### **Agency visibility:**

- Contributing to monthly company meetings

### **NEW BUSINESS:**

- Supporting Account Executives and Senior Account Executives in pulling together research decks ahead of pitches
- Support in pulling together media and influencer lists for pitch decks

## **CLIENTS:**

### **Planning & Programme Management**

- Monitor industry and report on significant news
- Be aware of key calendar dates on the news agenda relevant for clients
- Supporting on logistics, like diary management, admin, and booking suppliers
- Support Account Executives and Account Managers in accurate upkeep of client cost trackers

### **Reporting**

- Monitoring, tracking, and reporting on media and social media coverage Support team in the creation of weekly status reports, monthly reports and campaign evaluations

Send your CV and motivation to [Bryan.vandenAakster@wearetheromans.com](mailto:Bryan.vandenAakster@wearetheromans.com) if interested.