Sony Electronics

Title: Social Media Development Intern

Location: Park Ridge, NJ

Job Type: Co-op/Internship

Compensation Type: Hourly

Start Date: 5/23/2016

Job Description:

PR/social media intern -- This position will focus on supporting the integrated communications programs, including public relations and social media activities, for Sony Electronics' Professional/B2B business groups. These groups develop professional video and audio technologies used in a range of B2B applications and markets.

Provide media relations support, track editorial and online coverage in trade, support Sony at trade shows and events; help develop written materials (press releases, case studies, Web site copy), and help coordinate photo and video shoots. Support activities on Sony’s B2B social media channels, including gathering and creating content to post. Help to coordinate activities with Sony’s corporate PR, social media and employee communications teams, Sony international counterparts, and PR/social media counterparts at other Sony companies. Provide administrative support and support the product loan process.

Qualifications:

- Degree preference in Communications, Journalism, Public Relations or English
- Must possess strong written and oral communication skills along with strong interpersonal skills. Solid presentation skills are also needed
- Good computer skills in Microsoft Word, Excel and Power Point required
- Must have strong organizational skills and work well in a fast-paced environment
- Must be able to effectively work both independently and in a team environment

Application Instructions: Please submit resume to career center for review and officially apply on the Sony Job Site:
https://sony.taleo.net/careersection/jobdetail.ftl?job=29630&lang=en#.VzTOVlUE1Ec.mailto

If selected you will then go through a Skype interview or on location interview in Park Ridge, NJ

This position is for the summer with the option to extend into a work-study position for the fall of 2016 and beyond.
Disclaimer Information:

Sony Electronics is an Equal Opportunity Employer that values employees with a broad cross-cultural perspective. We strive to create an inclusive environment, empower employees and embrace diversity. We encourage everyone to respond.