

The Harold Burson Summer Internship Program

CORPORATE/FINANCIAL PUBLIC AFFAIRS HEALTHCARE TECHNOLOGY MEDIA BRAND MARKETING DIGITAL MEDIA/ADVERTISING ISSUES & ADVOCACY STRATEGIC DEVELOPMENT



“Those who lead the world’s most successful organizations, for profit and not-for-profit, invariably recognize the importance of managing public perceptions held by those audiences most critical to the attainment of their missions and goals. There has never been a time when a career in a firm like Burson-Marsteller offered such opportunity and such challenge.” – Harold Burson

Harold Burson founded Burson-Marsteller in 1953 with Bill Marsteller. Their vision and guidance helped build Burson-Marsteller into one of the world’s premier public relations/public affairs firms. Harold was recognized by PRWeek as “The #1 Most Influential PR Person of the 20th Century” and has played a significant role in bringing integrity and professionalism to our entire industry.

The Harold Burson Summer Internship (HBSI) Program

Preparing you to face the future

The Harold Burson Summer Internship (HBSI) Program is a paid internship at one of Burson-Marsteller’s U.S. offices. Each intern is assigned to a client team or specialist group, guided by an experienced professional. Every intern will have the opportunity to serve as an active team member, while learning critical communications skills. Colleagues from different speciality areas of the company conduct seminars for interns each week. Interns are also grouped into teams to work on a special HBSI project, which they present to a senior management panel for review. By the end of the summer, interns will have experienced many of the opportunities and challenges facing our clients. Additionally, the summer internship offers an invaluable career-development experience that may lead to an employment opportunity with us after graduation.

Are you interested in an outstanding learning experience with a world leader?

Burson-Marsteller (www.bm.com), established in 1953, is a global team of trusted public relations and public affairs professionals. Our teams are linked in a seamless, unrivaled worldwide network of 57 wholly owned offices and 45 affiliate offices in 59 countries across North America, South America, Europe, Asia, Australia and Africa. We partner with our clients to ensure they have the counsel and resources that allow them to communicate effectively, even in the most volatile business environment – across localities, countries and the world.

We provide strategic thinking and program execution spanning the complete range of public relations and public affairs services, with Practices including Corporate/Financial, Public Affairs, Healthcare, Technology, Media, Brand Marketing, Digital Media/Advertising, Issues & Advocacy and Strategic Development. Our client-focused approach results in the consistent delivery of measurable results to our corporate, institutional, government and professional association clients.

Our clients benefit from a wealth of communications resources, state-of-the-art technologies and acclaimed communications professionals. We lead the industry in employee professional development and proprietary research into CEO and corporate reputation. This investment translates into award-winning training programs and best-in-class client teams. The result is the delivery of the most innovative, fact-based and insights-driven communications to clients of all sizes and across industries.

Burson-Marsteller is a division of Young & Rubicam Brands, a global, collaborative network of many of the world’s top-ranked and most respected marketing communications brands. Young & Rubicam Brands is a member of WPP, one of the world’s largest and most comprehensive communications services groups.

Internship Application Procedure

For consideration, all applicants must submit the following as instructed by February 22nd:

Step 1: Submit resume and cover letter online at www.bm.com. Cover letter should indicate location preference(s) and practice area(s) of interest. *To be considered for more than one location, please apply individually to each location job posting at www.bm.com.*

Step 2: After applying online, please submit the following items in hard-copy format:

- Official college transcript
- One writing sample, e.g., article for college newspaper, short paper/essay submitted for class, etc.
- An essay that describes the skill sets/knowledge that you have gained while participating in extracurricular activities and how you can apply your experiences in these activities to the workplace.
- One of the two essays described below:**
 1. It has been said that the future of public relations is being driven by technology. What is your opinion of that statement? Write an essay explaining why or why not it might be true.
 2. Is Corporate Social Responsibility (CSR) more important to corporate reputation now than it will be in the future? Looking ahead, what role will public relations play in an organization's CSR efforts and how, if at all, will it differ from the role it plays today?

You'll qualify if you are:

- An undergraduate student currently in your junior or senior year of college
- Maintaining a minimum G.P.A. of 3.0 (out of 4.0) or equivalent
- Engaged in extracurricular activities that demonstrate broad intellectual curiosity and creativity
- Skilled in writing and other communication skills
- Interested in communications, professional services and consulting

Please note: All applications will only be considered complete once all requested electronic and hard-copy items are received. The HBSI Application Deadline is **February 22nd**.

Please send all applications to: Internship Coordinator
Burson-Marsteller
230 Park Avenue South
New York, NY 10003-1566

Our Practice/Specialty Areas

- Corporate/Financial
- Public Affairs
- Healthcare
- Technology
- Media

- Brand Marketing
- Digital Media/Advertising
- Issues & Advocacy
- Strategic Development

Our Locations

- Chicago
- Los Angeles
- New York
- San Francisco
- Washington, D.C.

* Offers will be extended the second week of April. All other notifications will be mailed by the end of April.

** All essays should be between one and three pages long, typed, double-spaced and paginated with your name in the upper right-hand corner of each page.



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Burson-Marsteller is an Equal Opportunity Employer AAE/M/F/D/N