



The PHA Group: Work Experience Placements

About Us

The PHA Group is one of the fastest growing, most dynamic PR companies in the UK, proud to have achieved an array of industry awards while delivering exceptional levels of service to many high profile clients.

Based on Wardour Street in Soho, we are an entrepreneurial, news driven agency and we invest heavily in the career development of our people.

About our Placements

Put simply, we believe in recognising, encouraging and developing new talent. Offering a comprehensive introduction to the industry and the daily functions of a buzzing PR agency through hands on experience, is crucial to this.

PHA work experience placements are unpaid for a period of up to 4 weeks and are available throughout the year in each of our specialist teams: *Entrepreneur & Business, Technology & Innovation, Sport & Fitness, Consumer & Lifestyle, Strategic Communications, Political Strategy, Creative and Marketing.*

During your time with us, you will gain exposure to many operational aspects of PR and should expect to get involved with some of the following:

- Writing press releases
- Selling in clients stories to newspapers & magazines
- Attending meetings & inclusion on conference calls where possible
- Research and preparing presentations
- Monitoring the media
- Scheduling meetings, speaking engagements, appearances, photo shoots and other events
- Screening and taking phone calls
- Creating interview materials
- Compiling contact lists
- Searching for press clippings
- Creating or updating databases
- Greeting guests and clients
- Miscellaneous frontline PR work

Who Should Apply

We welcome applications from bright and enthusiastic aspiring PR professionals, with a drive to succeed and a willingness to learn.

If you are interested in this opportunity and would like to be considered for a placement, please send your CV & Covering Letter to zoeg@thephagroup.com stating your preferred PR specialism if relevant. Please also ensure you include details of your earliest possible availability to begin a placement.

Hours: Hours will be 8:30am to 5:30pm Monday to Thursday and 8:30am to 4pm on Friday.

Please Note: This specification relates to the principal purpose and main elements of the work experience placements. It is a guide to the nature of the placement, but it is not intended as a wholly comprehensive or permanent schedule.