

Thank you for applying to be a Diffusion Rookie, the equivalent of an entry-level spot on our team as a Campaign Coordinator. Please complete this application by typing your responses below. **Please email your completed form to** **rookie@diffusionpr.com****.** **Applications will be evaluated on an ongoing basis and the deadline for all applications is 6:00PM PT on Friday, April 23, 2021.**

Shortlisted candidates will be notified on a rolling basis if they’ve been selected to participate in the second stage of the interview process, virtual assessments. If chosen to move forward from the virtual assessment round, you will go on to attend a virtual interview in early May. You must be available for this interview to proceed in the process. If you are among the lucky few, you will be offered a role as a full-time Campaign Coordinator and have the opportunity to work across our amazing portfolio of tech, travel and lifestyle clients starting July 2021!

Please complete all sections of this application form. Incomplete forms may be disregarded. Please contain your answers to the spaces and word limits indicated. We look forward to receiving and reading your application!

**(Unfortunately, due to the volume of applications, we will not be able to get back to you individually if you have not been successful)**

**CONTACT DETAILS**

First Name:

Last Name:

Email Address:

Mobile Number:

Mailing Address:

**Location (please check the option that applies):**

* I would love to be considered for a Rookie position at Diffusion NYC
* I would love to be considered for a Rookie position at Diffusion LA
* I would love to be considered for a position at either Diffusion NYC or Diffusion LA

# **EDUCATIONAL BACKGROUND**

# **Graduate Degree**

# If you have completed a graduate degree or are in the process of completing a graduate degree, please answer the following:

# University Attended:

# Graduation Date:

# Description of Program:

# GPA:

# Scholarships or Awards:

**Bachelor’s Degree**You need to have completed a bachelor’s degree at a 4-year university to be considered for this position. Please answer the following:

# University Attended:

# Graduation Date:

# Degree Received:

# Description of Program:

# GPA:

* Scholarships or Awards:

**EXPERIENCE**

We know you are just getting into the PR game, so please provide details of any relevant internships, placements and work experience you bring to the table.

**ABOUT YOU**

What is a unique factor you think you could bring to the Diffusion team? (250 words max)

At Diffusion, we play as hard as we work – it’s not unlikely you’ll hear us singing along to our favorite tunes on a Friday afternoon. So we have to know, if you could sing karaoke with one person, who would that be and what would you sing? (100 words max)

We’re a global agency, with clients all around the world. Do you speak any foreign languages to business conversation standard?

**ESSAY QUESTIONS**

**(3 TOTAL)**

Strong writing skills are at the core of a good PR person. To get a sense of how you think and how well you can write, please answer the following questions.

1. Following the Jan. 6, 2021 breach of the Capital, multiple social media platforms banned or limited former President Trump’s accounts while he was still in office. Did these platforms overstep their bounds or inhibit Trump’s freedom of speech by limiting his ability to communicate via those channels as the President of the United States? Discuss.(250 words max)

2. Peloton has faced continual consumer backlash, most recently with the delayed delivery of their bikes and poor communication/customer support. During a time where Peloton should be a media darling, they have become a constant target of negative consumer and business coverage. What steps should Peloton take to repair their image in the press, beyond issuing apologizes. (400 words max)

1. Every year our clients attend the Consumer Electronics Show (CES), one of the biggest consumer technology events in the world. Please describe three creative stunt or story ideas your client, a consumer tech brand who specializes in easy-to-use drones (the rest of the details are your own to make up!), could do to gain media attention ahead of, and during, the show next year. Only one of your ideas may be social media driven (No minimum/maximum word count).

*For this exercise, please assume CES will be an in-person event without COVID restrictions.*

**REFERENCES**

# Please provide the names and contact information of two people willing to act as a reference on your behalf.

1)

# First and Last Name:

# Telephone Number:

# Email Address:

2)

# First and Last Name:

# Telephone Number:

# Email Address:

**DECLARATION**

# I declare that the information provided on this form is correct to the best of my knowledge.

# Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

As you will be submitting this form electronically, this will be taken as acceptance of this declaration in the absence of your signature.

**LAST STEP**

# To complete your application, please follow Diffusion’s official Twitter feed here:

# <https://twitter.com/Diffusion>

# Finally, please tell us where you first heard about the Diffusion Rookie Program:

LinkedIn

Handshake

Twitter

Google

Blog

# University career service or advisor

# Friend/relative

Other, please specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_