Thank you for applying to be a Diffusion Rookie in our **New York City office**, the equivalent of an entry-level full-time role 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 ET on Friday, March 21, 2025.**

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 following the virtual assessment round, you will go on to attend an in-person interview in New York, **scheduled for April 8th or 9th in New York. You must be available for this interview to proceed in the application process.**

If you are among the lucky few, you will be offered a role as a full-time Campaign Coordinator in our New York office and have the opportunity to work across our amazing portfolio of tech and lifestyle clients.

Please complete all sections of this application form. Incomplete forms may be disregarded. Please limit your answers to the spaces and word parameters 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 aren’t chosen to move forward in the application process)**

**CONTACT DETAILS**

First Name:

Last Name:

Email Address:

Mobile Number:

Mailing Address:

**Do you now or in the future require visa sponsorship to continue working in the United States?**

* Yes
* No

Please note: The Diffusion offices have a hybrid schedule. Employees work from home on Mondays, Wednesdays and Fridays and in the office on Tuesday and Thursday. The Diffusion Rookie Program follows this schedule to give our new employees the chance to work with, collaborate with and learn from our other employees. And also so that we can catch up on all the news that’s fit to print, whether it be the latest celebrity gossip or crazy campaign idea… that just might work.

# **DECLARATION & CONFIRMATION**

# I declare that the information provided in 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.

# I confirm that I did not use AI to create any part of this submission. **Please initial here:**

# **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)

**ESSAY QUESTIONS**

**(2 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. In recent months, the use of AI tools - like ChatGPT - has grown exponentially, especially when it comes to the production and distribution of news to Americans, raising concerns over what reports are real or considered "fake news." Should media outlets and platforms use AI when creating content for readers? Or is it their responsibility to only disseminate news that their teams have written, without the help or use of AI tools?

1. Your client, a popular mental health app, is preparing its consumer launch for May 2025 (the specific details are yours to make up!). Please describe three creative stunt or story ideas your client could do to gain positive media attention in consumer tech press ahead of, during and after the launch. Only one of your ideas may be social media driven.

**LAST STEP**

# Please tell us where you first heard about the Diffusion Rookie Program:

LinkedIn

Handshake

Google

Blog

# University career service or advisor

# Friend/relative

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