

## Position: 2026 Summer Intern

### OVERVIEW

The Weber Shandwick Collective is a leading global communications and consulting firm with a presence in 119 cities across six continents. We provide innovative, integrated solutions for brands, corporations, and institutions, leveraging deep industry insights and creative excellence.

We have won the “Best Place to Work Award” in 2022 and 2023, and a total of 21 “Agency of the Year” awards from 2014 to 2024. Notable milestones include supporting the bids for the 2008 Beijing Olympics, the 2022 Beijing Winter Olympics, and the 2010 Shanghai World Expo.

We leverage our global teams, digital innovation, and data analytics to help clients adapt and thrive. Our expertise spans corporate communications, brand marketing, digital engagement, public affairs, and crisis management. By applying AI and social media, we drive industry advancements and inspire meaningful conversations. Our talented and inclusive team activates our global resources to create authentic value for both local and international brands.

### OUR VALUES

**CURIOSITY** – We cultivate curiosity and challenge convention. Because solving any problem begins by asking the right questions

**INCLUSION** – We foster teams and environments built on belonging and openness to possibility. Because the best ideas have no bias

**COURAGE** – We stand up for what we believe in. Because being comfortable with the uncomfortable is how progress is made

**IMPACT** – We strive to make a meaningful difference in everything we do. Because we owe it to our people, or clients and the world

### JOB DESCRIPTION:

Weber Shandwick is seeking an intern to work across some of the most iconic brands in the world. This is a full-time (4-5 days in a week), paid internship. This role is hybrid out of our Shanghai/Beijing/Guangzhou office.

From creative brainstorming to day-to-day execution, Weber Shandwick’s interns become an important part of a talented team that generates groundbreaking, award-winning work. During the internship, you’ll work on campaigns for iconic brands and companies you likely encounter every single day.

**WHAT YOU WILL DO:**

- **Create:** Craft written communications including media materials, compelling social content, memos, and risk assessments
- **Research:** Examine brands, industry trends, and various issues using various resources
- **Analyze:** Answer questions, provide insights, and propose recommendations using quantitative and qualitative data
- **Engage:** Share big ideas in brainstorming sessions and with teams
- **Plan:** Assist in event coordination and logistics
- **Hustle:** Pitch stories to media, develop media lists, track placements, etc.
- **Monitor:** Track brands and issues in traditional and social media and analyze conversations; draft reports summarizing conversation to inform client strategies

**WHAT WE ARE LOOKING FOR IN A CANDIDATE:**

- Must be a currently enrolled student with proficient English skills in listening, speaking, reading, and writing.
- Proficient in using MS Office.
- Diligent, responsible, eager to learn, strong in communication, and thoughtful.
- The internship must last at least three months, with a minimum commitment of four days per week.

**Note from the team**

Weber Shandwick is proud to be an equal opportunity employer. Weber Shandwick is committed to building a culture where all employees are seen as equal, are respected and where all opinions are heard. We take pride in our inclusive hiring, as well as our diverse workforce and we welcome applications from all qualified candidates.

Personal data held by Weber Shandwick relating to employment applications will be used in accordance with our Privacy Statement, which is available on our website.

Due to the large number of applications received, we apologize if we are unable to provide a response or feedback on unsuccessful applications. We appreciate the time taken to apply for the role and your recent interest in Weber Shandwick.

职位: 2026 年暑期实习生

## 公司简介

万博宣伟是一家领先的全球传播与咨询公司，在六大洲的 119 个城市设有办公室。我们为品牌、企业及机构提供创新且整合的解决方案，依托深厚的行业洞察与卓越的创意能力，助力客户实现长期发展。

公司曾荣获 2022 年和 2023 年“最佳雇主奖（Best Place to Work Award）”，并在 2014 年至 2024 年间累计获得 21 项“年度代理公司（Agency of the Year）”大奖。我们还曾参与支持 2008 年北京奥运会、2022 年北京冬奥会及 2010 年上海世博会的申办工作。

我们通过全球团队协作、数字化创新及数据分析能力，帮助客户在不断变化的环境中适应并蓬勃发展。专业领域涵盖企业传播、品牌营销、数字互动、公共事务及危机管理。通过人工智能与社交媒体应用，我们推动行业进步并激发有意义的对话。我们的多元化团队整合全球资源，为本土及国际品牌创造真实且可持续的价值。

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## 我们的价值观

### 好奇（CURIOSITY）

我们保持好奇心，勇于挑战常规。因为解决任何问题，都始于提出正确的问题。

### 包容（INCLUSION）

我们打造充满归属感、开放且包容的团队环境。因为最好的创意不受偏见限制。

### 勇气（COURAGE）

我们坚持信念，勇于表达。因为在不适中前行，才是推动进步的方式。

### 影响力（IMPACT）

我们致力于在所做的每一件事中创造有意义的影响。因为我们对员工、客户和社会都肩负责任。

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## 职位描述

万博宣伟现诚聘实习生，参与服务全球最具代表性的品牌。本岗位为全职带薪实习（每周 4-5 天），采用混合办公模式，工作地点为上海 / 北京 / 广州办公室。

从创意头脑风暴到日常执行，实习生将成为高效专业团队的重要一员，共同打造具有突破性和获奖潜力的项目。在实习期间，你将参与多个知名品牌的整合传播项目，这些品牌或许正是你日常生活中接触到的品牌。

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## 工作内容

- 内容创作（Create）：撰写传播材料，包括媒体稿件、社交媒体内容、内部备忘录及风险评估文件等。
- 调研分析（Research）：通过多种资源研究品牌、行业趋势及相关议题。
- 数据分析（Analyze）：运用定量与定性数据回答问题、提供洞察并提出建议。
- 创意参与（Engage）：参与头脑风暴，与团队分享创意与观点。
- 活动支持（Plan）：协助活动筹备与执行，包括协调与后勤支持。
- 媒体执行（Hustle）：媒体联络与故事推荐，整理媒体名单，追踪媒体报道等。
- 舆情监测（Monitor）：监测品牌及议题在传统媒体和社交媒体上的表现，分析舆论动态，并撰写报告支持客户策略制定。

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### 任职要求

- 在校学生，具备良好的英语听说读写能力。
- 熟练使用 **MS Office** 办公软件。
- 工作认真负责，积极主动，学习能力强，沟通能力良好，思维严谨。
- 实习期不少于三个月，每周至少到岗四天。

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### 投递要求：

- 邮件标题注明：**2026** 年暑期实习生项目
- 邮件内容请标注清楚
- 您的目前所在院校
- 目前就读专业
- 年级
- 可开始实习时间：如 **2026** 年 **4** 月 **1** 日开始，
- 可实习时常
- 每周实习天数
- 是否可以线下办公
- 实习城市（北京/上海/广州/深圳）

投递邮箱：[jobschina@webershandwick.com](mailto:jobschina@webershandwick.com)

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### 团队声明

万博宣伟 坚持平等就业原则，致力于打造一个平等、尊重、倾听多元声音的企业文化。我们以包容的招聘政策和多元化的员工团队为荣，欢迎所有符合条件的候选人投递申请。

万博宣伟在招聘过程中所收集的个人信息，将依据公司官网公布的《隐私声明》进行使用与保护。由于申请人数较多，如未能逐一回复或提供反馈，敬请谅解。感谢您对万博宣伟关注与申请。

### 网址投递二维码：

上海



北京



