

MARKETING INTERNSHIP

- UNPAID PART-TIME HOURS || MONDAY THROUGH FRIDAY BETWEEN 9A-6P
- MUST BE FOR CREDIT
- VEHICLE PREFERRED, COMPANY ACCESSIBLE BY BUS.

OVERVIEW OF INTERNSHIP & RESPONSIBILITIES

50% | WORK WITH SALES/MKTG TEAM TO:

- Work on database research and updating
- Review competitors, trends, and other important developing markets
- Gain a better understanding of the various market sectors we focus in, including broadcast, entertainment, and consumer.

40% | WORK WITH CREATIVE, COMPOSITE, DESIGN, AND SALES TEAM TO:

- Assist with research for new initiatives in all media (print, copy, live action, footage)
- Create and monitor original social content for various media platforms (facebook, twitter, linkedin, instagram, etc)
- Attend relevant team meetings and conference calls to gain greater understanding of the sales and client relationship process.

10% | WORK WITH ADMINISTRATION TO:

- Cover phones during lunch
- Run necessary errands as needed

WHO SHOULD APPLY

College students who will be getting credit for this internship, majoring in some form of communications such as marketing, advertising, or public relations. This person needs to be a fact-finder who loves research and problem solving, and demonstrate a strong knowledge and comfort level in internet research. They must be able to think outside of the box and look for alternative methods to find the answers.

We are interested in team players that are professional, respectful, and genuinely interested in advertising and the creative process. The perfect candidate will need to be a go-getter, self-reliant, and an excellent communicator who works hard to stand out.

APPLICATION PROCESS

Cover letter to include:

- a) internship availability (date range and/or semester and days of week if limited)
- b) general availability to meet in person or by phone.

Email resume, samples of writing or creative campaigns, and cover letter to: *internship@viewpointcreative.com*

Use subject line: sales/mktg internship application

Viewpoint Creative will review resumes up to 3 months prior to the start of a semester. Only a portion of applicants will be interviewed based on resume submissions. Due to the high volume of applicants (particularly in the summer sessions), not all submissions will receive a personal correspondence in return. To alert you that your resume is received, you will get an auto-reply. If you have further questions about the internship, please write to ***internship@viewpointcreative.com*** and include something relevant in the title (“internship questions”).

For more company information and to review our work, please visit **www.viewpointcreative.com**.