**DESCRIPTIONS OF EACH INTERN POSITION – MARCH 10, 2015**

Account Services:

An account services manager works on the advertising side and manages creative development of all forms of advertising and executing paid media placements. Works directly with the client and other account managers as well as the rest of the agency to ensure client's goals are met. Here are some basic tasks:

-Takes direction from Account Supervisor/Manager to execute primary analysis of Client business information necessary for the development of superior advertising

-Backs up Account Manager in documenting Client meetings with service reports and keeping “Agency team” abreast of account developments

-Learns to brief Creatives and does follow-up with Account Planning, Accounting and Media on assigned advertising projects; keeps team informed of status/next steps

-Tracks projects/jobs through internal traffic system from concept to completion

-Helps sell advertising to Client Brand Group; anticipates next steps and recommends to Account Supervisor/Manager

PR:

A PR manager works with a client and/or account services team as a support system in the overall marketing approach and goals of the client. While advertising focuses on paid media, public relations focuses on earned media (i.e. earning editorial placement and other media coverage by pitching ideas to media on how to frame the client's story). Likes to write (some journalism-style writing is certainly a plus), good organizational skills and is a self-starter. Some type of marketing communications classwork is helpful but not mandatory.

-Direct/execute media relations activities, as appropriate. Write releases, articles and other press material as needed

-Build media lists using Cision, create media coverage reports.

-Conduct research and develop creative ideas to frame client's stories.

-Assist in developing and overseeing the execution of special events for assigned clients

-Assists in crisis management, reputation management, community involvement, message development, etc.

Media Planning/Account Strategy Planning:

Media planners work with media outlets to develop the best paid advertising plans for clients in order to meet their goals. They also can act as Account Strategists and take a role in developing the strategy to meet those goals. They work with account services team as well as client and are able to work within a budget and analyze numbers. They're strategic, yet creative in order to solve problems.

-Naturally curious

-Relentlessly analytical

-Deliriously diligent

-Wildly creative

-General media planning and buying administration, including:

oMedia planning costs (SQAD, SRDS etc.)

oContract input and maintenance

oCompetitive media reports (CMR etc.)

oMedia kits

-Investigate, analyze, research and evaluate media opportunities, with the supervision

-Observe and participate in meetings with media sales representatives and with day-to-day clients.

Digital Project Manager:

Work with account services team and client to analyze digital needs (website development, social media development, SEO needs, etc) to develop a plan to solve these challenges as well as manage the execution of the plan.

-Have an understanding of using social media strategically

-Familiar with web design and web development processes as well as new and emerging web platforms.

-Works well with others and on a team

Copywriter:

The ideal copywriter is flexible. He or she will have to collaborate closely with a diverse set of people on very different projects and will need to stay loose, fresh, positive, and creative in the face of ever-shifting circumstances. He or she should be laid back, but critical. Self-deprecating, but willing to stand up for a great idea. And funny.

Works in the creative department of the agency with designers/art directors to produce bold, strategic, persuasive messages in all media (print, broadcast, online, B2B materials, etc) for clients.

-Understands marketing and creative strategies for assigned clients as outlined in marketing plans and/or creative guidelines.

Designer:

Doe-Anderson, an AdAge 2014 “Top Shop”,  is looking for a super-talented Art Director + Design intern for the summer of 2015. We need someone that can conceptualize, create, pitch, design, refine and most of all make clients smile. Oh yeah, and you need to do this all while work under a tight deadline. Not like a semester or month, like 2 hours. Ok, that may be a bit of an exaggeration but the point is that you’re not a student anymore, you are an intern in a real agency.

The requirements: You must know your way around a Mac and the Adobe Creative Suite. You must have knowledge of print and digital design. You must be extremely efficient and capable of multi-tasking. You must be able to work and play well with others.