



Job Title: Account Service Intern

Reports To: B/T Prep Dean or Headmaster

SUMMARY

B/T Prep is a 9-week paid internship program that gives students the opportunity to work on projects for real-world Butler/Till clients. We are seeking a total of seven interns to work with us this summer; two media interns, two account service interns, two creative interns (one designer and one copywriter), and one analytics intern. These seven interns will be divided into two teams consisting of one media intern and one account executive intern. The copywriting, design, and analytics interns will be working across both teams. The final deliverable will be in the form of two presentations: one to the client and another to a group of Butler/Till employees. In addition to the client project, interns will work within our Account Service Department while engaging in a series of educational courses instructed by B/T professionals and outside advertising experts.

SCHEDULE

All interns must be available Tuesdays, Wednesdays, and Thursdays from 9 a.m. to 5 p.m. (24 hours per week), from 6/5/18 – 8/9/18.

ESSENTIAL DUTIES AND RESPONSIBILITIES INCLUDE THE FOLLOWING, BUT ARE NOT LIMITED TO:

- Being a member of a cross-functional internship team working on a summer-long client project culminating in final presentations.
- The ability to multitask and manage your intern team to produce strong final presentations while proactively asking questions to uncover relevant details.
- Developing an understanding of the client's business and category.
- Developing a basic understanding of all media types and how they affect the client project (traditional, digital, social, experiential, etc.).
- Assisting with high-level media projects such as sending out RFPs and developing local market research.
- Keeping your B/T Prep Dean apprised of the status of all work.
- Prioritizing tasks and assignments to meet scheduled deadlines.
- Leading your team to ensure deliverables and deadlines remain on track.
- Other duties as assigned.

EDUCATION AND EXPERIENCE

College students entering their junior or senior year working towards a Bachelor's degree in Communications, Journalism, Public Relations, English, Marketing, or a related field.

TO APPLY FOR B/T PREP

Visit Butler/Till's website or go directly to butlertill.com/BTPrep to apply today.

Your application should include these three items – your resume, a cover letter, and a written response to the following:

- You're six weeks into a nine-week internship and realize that your team is not as far along as they should be for the final presentation. What do you do?
- Tell us how your current academic path and/or other internship experiences will help you excel in the B/T Prep Program.