



Job Title: Analytics Intern

Reports To: Associate Data Analyst

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 work across both teams to aid in the development of two final presentations: one for the client and another for a group of Butler/Till employees. In addition to the main client project, interns will work within our Analytics 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.
- Developing understanding of your client's business and category.
- Identifying, collecting, preparing, transforming, validating, and visualizing data.
- Developing a basic understanding of all media types (traditional, digital, social, experiential, etc.).
- Assisting with specific projects such as research, vendor recommendations, process documentation, and template building.
- Keeping supervisor apprised of the status of all work.
- Prioritizing tasks and assignments to meet scheduled deadlines as set by account service and supervisor.
- Other duties as assigned.

EDUCATION AND EXPERIENCE

College students entering their junior or senior year working towards a Bachelor's degree in Marketing, Computer Science, Information Technology, Statistics, Mathematics, Finance, Economics, or a related field. Understanding and experience with any of the following is also preferred: Google Analytics, Facebook, Tableau, Qlik, Microsoft Power BI, Excel Power Pivots, Access, SQL, Python, R-Studio, and/or Alteryx.

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.