



## **Job Title: Creative Copywriting Intern**

Reports To: Associate Creative Director, Copy

### **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 Creative 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.
- Working with your design partner on a variety of client requests, including your final project and other internal and external creative needs as they arise.
- Learning from your copywriting mentor as you develop creative concepts and copy for a variety of projects.
- Taking responsibility for the tone and voice of your client, and the accuracy of the materials you produce.
- Prioritizing tasks and deadlines to align with the schedules determined by your account service intern team member.
- Developing a high-level understanding of all media types and how they influence your concepts and copy.
- Keeping your supervisor apprised of the status of all work.

### **EDUCATION AND EXPERIENCE**

College students entering their junior or senior year working towards a Bachelor's degree or BFA in graphic design/illustration, advertising, or new media.

### **TO APPLY FOR B/T PREP**

Visit Butler/Till's website or go directly to [butlertill.com/BTPrep](http://butlertill.com/BTPrep) to apply today.

Your application should include these four items – your resume, your portfolio, 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.