



Job Title: Advertising Media Intern

Reports To: BT 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 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 Media 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 an understanding of your client's business and category.
- Assisting with media-specific projects such as research, vendor recommendations, process documentation, and template building.
- Developing a deeper understanding of all media types (traditional, digital, social, experiential, etc.) and building a recommendation for your client project.
- Attending relevant lunch-and-learn sessions with media vendors and connecting directly with media partners to pull together recommendations as needed.
- Keeping your B/T Media Dean apprised of the status of all work.
- Prioritizing tasks and assignments to meet scheduled deadlines set by the account management team.
- 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.