



marketing & advertising

Marketing & Advertising Internship

IF marketing & advertising, a full-service marketing company that integrates art and technology to deliver traditional and Internet marketing solutions in Georgetown, Texas, is looking for Marketing Communication interns to join our team and work in a fast-paced, environment with a variety of projects and clients. This is an excellent opportunity to gain practical training and professional experience. The ideal candidate for this position will be at least a junior or senior undergraduate business or communications major. MBA and communications graduate students are also encouraged to apply.

Duties:

- Writing marketing copy for various projects such as websites, print brochures, press releases, ad campaigns and website
- Generation of marketing reports
- Conduct market research
- Monitor news stories, websites, and blogs for current media trends, breaking news, and other important topics
- Participate in logo development and branding
- Participate in project management of client projects
- Serve as a liaison between client and creative services team
- Provide administrative assistance as needed

Qualifications:

- Part Time: Able to work 15 hours/week or more (200 total hours required for semester)
- Full Time: Able to work 20 hours/week or more (300 total hours required for semester)
- At least 3 years college level courses in advertising, marketing and/or communications
- PC proficient, MS Office, Internet Explorer
- PowerPoint and MS Excel table/charting skills is a must
- Advanced writing and verbal communication skills

Preferred Skills:

- Superior presentation and analytical skills, plus demonstrated skills in multi-tasking
- Ability to work under deadline pressure
- Experienced and comfortable with doing research with little supervision
- Formal presentation skills
- Extensive research experience

Positions Available:

- Account Services
- Marketing Communications

Compensation:

Part Time Interns will receive a \$1000 stipend upon successful completion of the specified number of hours.
Full Time Interns will receive a \$1500 stipend upon successful completion of the specified number of hours.

To Apply:

Submit cover letter, resume and writing examples to internships@yourIFteam.com. Candidates that miss the start date are encouraged to apply for the next semester as soon as possible.