



At &Barr, it's not what we do, it's why we do it. Your purpose should be why you thrive from day-to-day; therefore, this job description is designed to outline primary duties, qualifications we look for, and job scope, but not limit you to the description identified. It is our expectation that team members offer their services wherever and whenever necessary to ensure we are the agency of choice for both great brands and top talent.

## **JOB TITLE: MEDIA INTERNSHIP**

### **WHAT YOU'LL BE DOING**

We are looking for a highly motivated, self-driven, detail-oriented student to become a member of the Digital Marketing and Analytics team as an intern. As an intern, you will be included as part of the daily operations of our department.

- Assist Search, Social, and Analytics team members with management of schedules and budgets
- Assist with QA of launches, campaign parameters, and ad copy
- Attend meetings with reps, vendors, and clients
- Utilize research tools to draw insights on campaign performance and audiences
- Evaluate media channels to determine both target effectiveness and cost efficiency
- Learn:
  - How to use KPIs to effectively optimize a campaign
  - How to manage paid media campaigns across search and multiple social media channels
  - How a digital marketing department communicates with other agency departments, clients, and vendors

### **QUALIFICATIONS**

- Business, Marketing, or related field major
- Junior or Senior year (preferred)
- Confidence in Microsoft Excel, Word and PowerPoint
- Confidence with financial mathematics and the balancing of budgets
- Ability to analyze research to develop a strategy
- Professional confidentiality with client strategy and budget information
- Good verbal and written communication skills
- Ability to multitask and manage time effectively
- Ability to work both autonomously as well as a team
- Enthusiasm for the field of advertising and marketing

### **HOURS**

- 16 hours a week/11-14 weeks
- This is an unpaid semester-long internship.



**APPLICATION REQUIREMENTS/DEADLINES**

Applicants are encouraged to apply as early as possible for consideration. Please submit resumes to [jobs@andbarr.co](mailto:jobs@andbarr.co).