



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: NEW BUSINESS INTERNSHIP

WHAT YOU'LL BE DOING

- Assists wherever appropriate in responding to new business questionnaires (i.e., RFPs/RFQs)
- Assist in planning, scheduling, and conducting new business meetings and presentations
- Coordinate planning and development of basic agency materials
- Assist on the coordination and execution of internal agency initiatives and events.
- Assist in organizing and maintaining a central marketing library on SharePoint including all new business material and general marketing materials.
- Supports client research initiatives and agency prospect research and list development.
- Assist in conducting the preliminary research required for new business solicitation (i.e., brand discovery/online presence, industry competitive assessments, consumer/industry trends).
- Assist in planning, managing and publishing company's monthly eNewsletter.
- Help maintain the agencies website.
- Maintain agency sales pipeline and prospect list.

QUALIFICATIONS

- 3.0 GPA or higher and be a college junior, senior or graduate student
- Communications, advertising or marketing major
- Professional skills including punctuality, reliability, appearance and conduct
- Excellent verbal and written communications skills
- Well organized and responsible for timely completion of work; ability to multitask
- Consistently demonstrates sound judgement and strategic thinking
- Ability to multitask and handle deadline pressures
- Professional appearance and conduct

HOURS

- 16-24 hours a week/12-14 weeks
- This internship is an unpaid semester-long internship.

CONTACT

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