



## **MEDIA INTERNSHIP OVERVIEW**

### **POSITION DESCRIPTION**

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

### **RESPONSIBILITIES**

- Assist Media Planners and Buyers with research and management of schedules and budgets, pre and post flights.
- Attend meetings with clients and media vendors
- Utilize secondary research to determine whom to target and what their media habits are
- Evaluate each media to determine both target effectiveness and cost efficiency
- Negotiate with media vendors to maximize cost efficiency
- Create and present a media plan
- Learn how a media department communicates with both clients and vendors

### **QUALIFICATIONS**

- Media or related field major
- 3.0 GPA or higher and be a Junior, Senior or graduate student
- A strong confidence in Microsoft Excel, Word and Power Point
- Confidence with financial mathematics and the balancing of budgets
- Ability to analyze research to develop 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 with a team
- Enthusiasm for the field of advertising and marketing

### **HOURS**

15 hours a week/12-14 weeks

This internship is an unpaid semester-long internship.

### **APPLICATION DEADLINES**

Applicants are encouraged to apply as early as possible for consideration.

### **CONTACT**

Katherine Smith

Group Media Director

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**No phone calls, please.**