



CLIENT SERVICE INTERNSHIP OVERVIEW

POSITION DESCRIPTION

Client service interns are part of daily marketing and advertising operations. The internship provides the opportunity to develop work samples for a portfolio. Overall, participants will see first-hand how advertising strategies are developed and implemented.

RESPONSIBILITIES

- Develop a portfolio of all work completed during the period of internship
- Provide support with general office administration-related duties as assigned
- Assist in coordination of campaign and project activities
- Coordinate planning and execution of advertising activities for clients
- Acquire knowledge of clients' business and anticipate needs, solutions and opportunities
- Proofread copy, proofs and other media for accuracy
- Track and analyze competitive activity and consumer trends
- Initiate jobs under the direction of account management

QUALIFICATIONS

- 3.0 GPA or higher and be a college junior, senior or graduate student
- Communications, advertising or marketing major
- Excellent writing, editing and personal skills
- Good communication skills, verbal and written
- Ability to multitask
- Proficient in Microsoft and internet applications
- Well organized and responsible for timely completion of work
- Enthusiasm for the field of advertising and marketing
- Professional appearance and conduct

HOURS

18 hours a week/12-14 weeks

This internship is an unpaid and for credit semester-long internship.

APPLICATION DEADLINES

Our internships coincide with the school semester. Applicants are encouraged to apply as early as possible for consideration.

CONTACT

ORLANDO OFFICE:

Victoria Lopez

Assistant Account Executive

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No phone calls, please.



We are &Barr.

&Barr, formerly Fry Hammond Barr, brings agency partnerships and expertise to the forefront. Whether an employee, client, vendor or simply a friend - it personifies collaboration. Think Employee&Barr, Client&Barr, Vendor&Barr or Friend&Barr. This new name and brand better reflects the agency's rich history of partnership and look to the future.

Founded in 1957 as an advertising agency, with deep expertise in marketing consultation and creative innovation, the company's services and functions have greatly evolved in the last 58 years. While continuing advertising excellence, the agency has adjusted to the ever-changing marketing and communications landscape to better service the broader needs of its clients. Along the way, the agency has added comprehensive public relations services, variety of digital solutions and expanded its strategic planning and brand development capabilities.

&Barr's approach begins with a quest to create something uniquely interesting in collaboration with each client. With more than 50 talented associates, the agency offers a full complement of services including branding; strategic planning; traditional and interactive media planning, buying and reporting; search and SEO; public relations; social media strategy and management; traditional and online creative development and execution including video and mobile; and print, broadcast and interactive production services.

&Barr's suite of services offers fully integrated solutions and provides a menu of branding functions to fit each client's needs. By bringing all disciplines together, &Barr can develop a focused and strategic approach considering every channel and factor.

Orlando

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