

# We're Looking for a Media Intern. Is it you?

## WHO WE ARE

We are not just an advertising agency. Or a branding company. Or a design shop. Or a PR firm. Or a marketing business. We're a full-service Advertising agency based on Lake Eola in Downtown Orlando. Here, you'll become one with the Creative team, jumping in on projects like brainstorming, ad concepting and creative execution. We value you for your thinking, and never see an intern as just an intern. Our goal is the same as yours: for you to leave this internship with a portfolio of work that packs a punch—and makes you a stand-out as you start your creative job hunt.

## WHAT YOU'LL BE DOING

We are looking for a highly motivated, self-driven, 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.

- Assists 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
- Learn how to :
  - 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

- 3 Media or related field major
- Junior or Senior year (preferred)
- A strong 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.

LIKE WHAT YOU HEARD? LET'S TALK. CONTACT [Jobs@andbarr.co](mailto:Jobs@andbarr.co)