

# MINTZ+HOKE

## Marketing + Advertising Intern

Core competencies, duties and responsibilities

We are looking for an enthusiastic marketing + advertising intern to join our team. As a marketing and advertising intern, you will collaborate with our Account Service, Media and Public Relations departments in all stages of various marketing campaigns. Your insightful contribution will help develop, expand and maintain our marketing channels.

This internship will help you acquire and develop marketing and account management skills and provide you with knowledge of various marketing strategies. Ultimately, you will gain broad experience in marketing and advertising and should be prepared to enter any fast paced work environment.

## Responsibilities

- Perform market analysis and competitive research
- Process change orders
- Assist in meeting coordination and scheduling
- Identify and track relevant industry trends
- Participate in brainstorming, kickoff sessions, and cross functional reviews
- Content population
- Assist in building production schedules
- Collect quantitative and qualitative data from current client marketing campaigns
- Support the agency in other daily administrative tasks

## Requirements

- Passion for the marketing industry and its best practices
- Strong desire to learn along with professional drive
- Understanding of different marketing techniques
- Excellent verbal and written communication skills
- Highly organized and efficient
- Careful attention to detail
- General willingness to be flexible and take on multiple tasks at once
- Proficiency in Microsoft Office (Word, PowerPoint, Excel)
- Current enrollment in a related BS degree program