

&U S&P INTERNSHIP PROGRAM

ACCOUNT MANAGEMENT

Work with and shadow the account management staff to learn more about:

- Cross-departmental briefings that kick off campaign/project development; support all departments during development process by providing strategic leadership, conducting brainstorm sessions, supplying needed assets (client-supplied artwork/logos/copy points/legal, etc.), additional research, vendor requirements, unit sales/revenue goals, etc.
- Preparing client presentation encompassing all consumer touch points and paid media plan support
- Working with account planning and media to develop key insights in the areas of media consumption habits, emerging market and industry trends, new technologies, etc., that may impact overall promotional strategy, resulting in creative and media briefs
- Scheduling and coordinating all client meetings, record/conference report all discussions/next steps and ensure that all agreed-upon next steps are completed on time
- Securing all client approval and lead production of all client-approved work
- Tracking and reporting sales results to all key agency department heads; develop client recommendations for adjusting media spending, creative rotation, messaging, etc., to best meet sales goals

- Scheduling and leading kick-off and key touch point meetings
- Working with creative director, creative teams and technology lead to identify and engage third-party resources
- Anticipating project risks and taking the action necessary to keep the project on track
- Working with agency leadership to resolve schedule or staffing conflicts
- Ensuring changing resource and project requirements are communicated to all members of the project team and that the changes are understood by all members of the team
- Where required, preparing for and leading postmortem meetings and sharing learnings/recommendations with agency leadership



RESEARCH/PLANNING

Work with and shadow an account planner to learn more about:

- Providing market and consumer insights, and a point of view on strategic approach to campaign assignment
- Researching and reviewing all secondary data available relative to campaign assignment
- Recommending primary research as necessary and within budget constraints
- Primary research, analyzing results and making recommendations to team on marketing implications
- Using research to develop consumer personas for use by account team in developing marketing solutions
- Co-authoring with the account manager the communications brief that will be used by the team in campaign solution development
- Providing the point of view of consumers during all discussions about content, creative and media solutions, ensuring that final recommendations reflect consumer preferences
- Working with team to develop final presentation to client
- Presenting research plan, findings, personas and communications brief to client in final presentation
- Participating in all quick-fire challenges, providing the required research and insights into the target audience
- Supporting account planner in any client-related research, including monthly tracking study and online panel research



PROJECT MANAGEMENT

Work with and shadow a project manager to learn more about:

- Working with account management to understand the scope of work based on functional and business requirements
- Developing, implementing and managing project timelines
- Working with creative director and technology lead to develop staffing for assignments
- Managing day-to-day aspects of the project from initiation through implementation and deployment
- Being accountable for each step of the development process
- Recording the life of a project and sharing information as necessary
- Communicating the status of projects to the team and client (as appropriate) on a regular basis



MEDIA PLANNING

Work with and shadow the media planning staff to learn more about:

- Assisting in preparing detailed, client-ready documents, such as POVs, flowcharts, presentations, estimates, campaign recap reports, etc.
- Helping pull competitive information from AdViews, etc., and formatting into a presentable form
- Assisting with administrative procedures: filing, copying, faxing, data entry, assisting in reviewing paperwork, proofing reports, etc.
- Compiling media and research information into Excel spreadsheets for analysis and use in presentations
- Helping with the organization and maintenance of print plans
- Assisting with the setting up of buy specifications and in preparing digital campaign spec documents
- Aiding in digital campaign management and conducting campaign analysis through programs like PointRoll and Flashtalking
- Attending vendor meetings to learn about what topics are discussed and have knowledge and background of various projects going on in the space
- Keeping a “trend tracker” report for brands on a weekly basis
- Staying on top of industry trends, as well as emerging trends, in traditional and digital media
- Assisting in tracking effectiveness of campaigns, analyzing data and providing strategies



PR AND SOCIAL MEDIA

Work with and shadow a social media manager to learn more about:

- Researching best practices and trends in earned (PR/traditional media) and social/digital space
- Developing a comprehensive PR and social media strategy overlay that complements and amplifies the overall campaign strategy
- Developing all key support materials for campaign’s earned media efforts, including advisories, releases, Q&A, web, newsroom materials, etc.
- Creating a social media strategy, channel selection, page/outlet development (e.g., Facebook, Twitter, YouTube, Foursquare, etc.)
- Considering and developing a retailer communication strategy
- Assisting SJ&P staff in brainstorming and campaign design and execution
- Writing and editing social media copy for client programs and promotions



COPYWRITING

Work with and shadow copywriting staff to learn more about:

- Concepting ideas with an art director for various campaigns and other assigned work
- Generating ideas on various creative assignments
- Developing content and copy for all media
- Writing, recording and directing performances for broadcast projects
- Assisting in selecting music and sound production for projects
- Assisting in selecting talent for print, radio, TV and web content
- Overseeing ideas through to production



ART DIRECTION

Work with and shadow the art direction staff to learn more about:

- Concepting ideas with a copywriter for various campaigns and other assigned work
- Generating ideas on various creative assignments
- Managing overall look and design of ideas
- Developing content and art direction for all media
- Assisting in selecting photographers or illustrators for projects
- Assisting in selecting talent for print, radio, TV and web content
- Overseeing ideas through to production

</> WEB DESIGNER

Work with and shadow creative and interactive team members to learn more about:

- Concepting, designing and helping to implement digital solutions that engage users, inspire users to take action and ultimately drive client business
- Understanding client online requirements, objectives and goals, and mapping those to measurable initiatives
- Using conventional web-authoring technologies (HTML, CSS, Flash, JQuery, Javascript) to develop web assets (websites, web apps, modules, mobile websites, online display ads, microsites, etc.) that deliver a near-identical experience regardless of device (desktop, tablet, mobile)
- Integrating online experiences across client-owned online properties (website, email campaigns) and social media properties