

Type	Internship
Class	Part-time
Date	10/5/2009
Organization Name	SPARK Advertising
Job Title	Marketing Communications Intern
Geographic Area	Northeast Wisconsin
Job City	Neenah
Job State	WI
Website	www.startaspark.com
Organization Profile	SPARK Advertising , a national-award winning ad agency based in Neenah, WI, creates innovative strategic marketing solutions for consumer and business-to-business clients. Our capabilities include multi-disciplined go to market strategy including brand management, brochures, and website development, to public relations, TV commercials and billboards. Those solutions have been delivering results since our inception in 1992. SPARK Advertising.....Start Something!!!
Job Overview	Looking to advance your knowledge of marketing and communications in an exciting and faced pace environment? How about networking with a variety of company marketing departments? Our Marketing Communications Intern will assist account executives with marketing communications programs designed to support client initiatives at SPARK Advertising, a Neenah based leading full service advertising and PR agency. Intern will have exceptional writing and communication skills in order to assist with marketing communications projects designed to create and maintain favorable image for the agency's growing list of clients. Intern will report directly to our account executive team and the President. Ideal candidate would be interested in moving to full time marketing advisor position when growth occurs.
Job Description	<p>Administrative Responsibilities:</p> <ul style="list-style-type: none"> • Manage multiple accounts & services • Manage timelines of in-house projects • Ability to write creative briefs for client projects • Ability to write job estimates for client projects • Provide account reviews & budgets • Attend networking opportunities • Input billable time sheet tracking info into system • Maintain computer knowledge of current programs • Develop new opportunities/prospect

**Job
Description**

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- Manage multiple accounts & services
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- Attend networking opportunities
- Input billable time sheet tracking info into system
- Maintain computer knowledge of current programs
- Develop new opportunities/prospect
- Participate in client creative meetings

Strategic Responsibilities:

- Provide strategic direction for all accounts
- Provide direction and manage market research
- Ability to work with client goals and formulate strategic marketing initiatives
- Ability to write marketing plans
- Understand and utilize marketing principles and disciplines
- Understand and utilize strategic positioning
- Ability to write public relation releases
- Direct creative staff on each project
- Coordinate strategic meetings
- Provide creative writing
- Participate in SPARK company promotion

**Job
Qualifications**

We are seeking Marketing, Communications, or Advertising junior, senior or recent college graduate.

Should be junior year or higher in a bachelor's program with an emphasis in Marketing, Communications or Advertising. Must have knowledge of the marketing communications industry and are currently enrolled in a marketing communications program at an accredited university.