

SMALL BUSINESS INTERNSHIP INITIATIVE OPPORTUNITY

INTERCESSION (JANUARY) 2015

Now Accepting Applications for:



(1) MARKETING Internship
Scranton, Pennsylvania
www.condronandcosgrove.com

Deadline for Application: December 12, 2014

**** INTERVIEWING NOVEMBER/DECEMBER 2014 ****

A brief, but packed-full of hands-on learning opportunity for a student interested in training within a well-established, seasoned creative services firm in downtown Scranton. Develop your marketing and social media skills within current projects of many different industries!

- 10-20 hours per week; one month: January 2015
- Daytime business hours
- \$8/hour
- @ 220 Penn Avenue, Suite 303, Scranton, PA 18503

Preferred Educational Background:

Coursework and/or practical experience in Marketing/Public Relations/Advertising/Communications. Interest in entrepreneurship.

Expected Projects*:

The student will develop their marketing skills through:

- Lending and putting to use knowledge in each service component of a full-service marketing firm: strategic marketing, advertising, multi-channel communication, public relations, and media-buying;
- Performing work as part of marketing department to execute full-scope marketing/PR/advertising campaigns, which may include taking part in conceptual starts/idea sessions on segments of or full-scope campaigns, staff and client meetings, support to elements such as media planning and buying, TV shooting/acting as grip, participation in PR opportunities/events.
- Promoting Condrion & Cosgrove in networking opportunities and/or to potential clientele.

*All projects subject to change.

Learning Objectives:

- Identify and define all facets of a marketing campaign, from start to completion;
- Learn how to deliver a business marketing concept through: writing, art, and/or verbal presentation;
- Easily participate in a professional business/team environment and client/staff meeting atmosphere;
- Synthesize and evaluate a client's creative services needs, and translate into work steps and goals.

Other Preferences:

- Solid time management and writing skills.
- An understanding of business application to social media.
- Self-starter with ability to complete independent work.
- Prior display of work ethic and extra-curricular participation.
- Ability to work variety of EST days and hours.

How to Apply:

Send your resume and cover letter to internships@scrantonsbdc.com. Note "Condrion" in the cover letter and also within the Subject Line of your email. Please note: It is requested that you **do not** contact Condrion & Cosgrove directly. In order to apply, you are required to follow the internship posting application process noted.

Posting Date: November 18, 2014