

SAY YES BUFFALO INTERNSHIP OPPORTUNITY SUBMISSION FORM

19 Ideas

Strategic Marketing Agency

Marketing and Communications Agency Fellow

Organization Name: 19 Ideas

Location: 32 Essex St., Buffalo, NY 14213

Website: 19ideas.com

Organization Description/Profile:

19 Ideas and Say Yes Buffalo have partnered to launch an exciting fellowship initiative. The program provides an immersive, hands-on experience for a Say Yes Buffalo scholar, who will spend a full year learning the different facets of a marketing agency. The position connects with all departments within 19 Ideas and reports to the PR & Communications Director. This individual will learn about, and assist in, marketing and communications projects for 19 Ideas and its clients, and will culminate in an end-of-year presentation to the staff.

Department: Account Team

Internship Title: Marketing and Communications Agency Fellow

Essential Functions:

Marketing and Communications

- Complete marketing courses and achieve certifications for industry-standard platform and measurement tools
- Participate in strategy development for social, paid search, and search engine optimization (SEO)
- Assist with SEO audits and recommendations
- Acquire skills in data reporting, literacy, and analysis
- Learn social media strategy, content development and scheduling, and calendar management
- Assist with and develop coverage and impact reports connected to social media, public relations and influencer marketing
- Build and maintain earned media and influencer target lists
- Draft public-facing materials such as press releases, media advisories, and short-form content (e.g., blogs)
- Observe and participate in agency primary research projects to aid in brand or plan development exercises

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- Conduct cross-industry secondary research that informs strategic direction and plan development for client and agency work
- Develop content and copy across print and online platforms, targeting internal and external audiences
- Assist in review and assessment for website performance
- Assist with new business development activities for 19 Ideas, including proposal writing and Request for Proposal (RFP) responses
- Assist with content strategy for agency social media channels
- Additional duties as assigned

Account and Project Management

- Schedule and attend internal, client, and prospective client meetings
- Assist in day-to-day tasks and administrative duties, acquiring foundational agency skills such as scheduling and attending meetings, taking detailed meeting notes, time tracking, forecasting and billing, file management, managing content library
- Become proficient in the use of the agency project management software, Accelo
- Assist with the development of creative briefs for internal and client project work
- Interface with all internal teams and functions to help further projects along – inclusive of strategy, PR, digital, project management, copy, design, web development, and software development
- Participate in team brainstorm sessions
- Assist in managing development and production of internal agency newsletter
- Assist in onboarding process for new client and project work
- Interface with and manage third party vendors on behalf of 19 Ideas and its clients, where appropriate
- Meet weekly with a mentor to review progress, ask questions, and discuss feedback
- Attend networking events, if available and as directed
- Conduct informational interviews with other industry leaders
- Participate in professional development opportunities such as conferences, webinars, and other events
- Additional duties as assigned

Education, Experience, and Work Requirements:

- Enrolled in college full-time and in good academic standing – must be at least a rising sophomore. Recent college graduates may also apply!
- Must have an interest in advertising, branding, public relations, web design, or related career path
- Demonstrate comfort with multiple simultaneous projects and teams that vary in size and scope in a fast-paced, collaborative, team environment while meeting deadlines and staying on budget
- Proficient with Microsoft Office Suite, as well as project management and hours-tracking databases
- Ability to participate in-person and remotely, as needed
- Ability to work with individuals external to the organization, including clients, as directed
- Ability to work with individuals internal to the organization, including all departments to



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leverage resources and ensure that activities are complementary and focused on the customer

- Ability to operate a mobile phone, computer, printer, copier, audio/visual equipment, and other
- Ability to climb, stoop, kneel, crouch, crawl, reach, sit, stand, walk, push, pull, lift, grasp, talk, hear, and perform repetitive motions

Knowledge, Skills, and Abilities:

- Attention to detail and sharp problem-solving skills are critical for this position
- Dependability, resourcefulness, and ability to meet hard deadlines
- Work with purpose, and help communicate this company motto to clients, partners, and other stakeholders
- Passion for your work and your career, and a demonstrated commitment to quality
- Enthusiasm for innovation and creating new products, and a willingness to learn
- Strong self-discipline with the ability and desire to work with a team and/or independently on multiple tasks across multiple projects.
- Personable and customer-service oriented at all times
- Stable under pressure, reacts well to change and stays positive
- Excellent organization and written/verbal communication skills
- Participate on company teams and committees as appropriate to ensure integration of activities
- Must have a positive attitude and good work ethic

Duration of Employment:

Yearlong fellowship that is expected to begin in early September 2022 and go into the year 2023.

Compensation: Will be discussed during the interview.

NOTE: Any determination regarding academic credit will be made by the intern's academic department.

Accommodations:

The Say Yes Internship Program is committed to providing equal access to individuals with disabilities, including physical access to programs and reasonable accommodations for interns.

To apply:

Submit resume and cover letter to buffalointernships@sayyesbuffalo.org **If necessary, Say Yes staff may send you suggestions before we send your cover letter and/or resume to the employer(s). In order to submit your materials by the deadline, please ensure that you check your email and reply promptly.**

Applications will be reviewed for edits up until two days prior to the deadline.

Deadline: Monday August 1st, 2022 by 5 pm

Interviews: Will be conducted the week of August 7th

Please note: Internships are competitive and not every scholar will receive an interview. If you are selected for an interview, the employer will contact you directly.

