

SMALL BUSINESS INTERNSHIP INITIATIVE OPPORTUNITY

Now Accepting Applications for:

A Fall 2013 opportunity with mid-summer interview(s) for internship placement:
Social Media & Marketing Intern for *Condron & Company*, downtown Scranton, Pennsylvania

Deadline for Application: July 15, 2013

Internship Details:

A hands-on learning opportunity for a student interested in training within a well-established, seasoned creative services firm in downtown Scranton. The student will have the opportunity to develop their marketing, social media, or art skills within current projects being executed for the clientele of *Condron & Company*. Students will have the unique ability to receive multi-industry project(s) exposure as a result of this internship.

Duration:

- 10-20 hours per week; Fall 2013 (September start)
- Daytime and evening hours

Pay: \$8/hour or unpaid, if for-credit

Field Location:

220 Penn Avenue, Suite 303, Scranton, PA 18503

Preferred Educational Background:

A preferred skill set to include coursework and/or practical experience of the below, with interest in entrepreneurship:

- Marketing/Public Relations/Advertising/Communications [*event marketing experience preferred*]
and/or
- Art/Graphic Design [*proficiency in Adobe Creative Suite on Mac platform preferred*]

Expected Projects*:

The student will have the opportunity to develop their marketing, social media, art or special events production skills within current projects being executed for the clientele of *Condron & Company*, through:

- Lending and putting to use knowledge in each service component of a full-service marketing firm, to include: strategic marketing, advertising, multi-channel communication, public relations, and media-buying;
- Performing work with marketing and/or art departments 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,
 - On or off-site staff and client meetings,
 - Support to elements such as media planning and buying, TV shooting/acting as grip,
 - Development of artistic/graphic/computer renderings for various job uses (art/graphic student role),
 - Participation in PR opportunities and various events.
- Promoting *Condron & Company* in networking opportunities and/or to potential clientele.

*All projects subject to change.

Learning Objectives:

Following participation in the process, the student will be able to:

- 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;
- Translate items like task breakdowns, goals, and benchmarks into the delivery of finished art/graphic product (if part of a creative services staff).

Other Preferences:

- Students must possess a skill set which includes: solid time management and writing skills, an understanding of and use of social media.
- Candidate should be self-starter with ability to complete independent work and research.
- Prior display of work ethic (job maintaining) and extra-curricular participation helpful. Ability to work variety of EST days and hours and valid driver's license preferred.

How to Apply:

Send your resume and a cover letter to internships@scrantonsbdc.com. Note "re: Condrion & Company" and what type of internship (marketing/PR or art/graphic) you are applying for in the cover letter. Note "Condrion & Company" within the Subject Line of your email. Within your cover letter, please detail why you would be a good fit for this internship. Please note: It is requested that you do not contact Condrion & Company directly. In order to apply, you are required to follow the internship posting application process noted.

Posting Date: June 10, 2013