

SAY YES BUFFALO INTERNSHIP OPPORTUNITY SUBMISSION FORM

Contingent on social distancing guidelines, this internship is subject to change.



Marketing and Communications Agency Fellow Intern

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 and go into the year 2022.

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 info@sayyestoyourcareer.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.

By applying to this internship, you are agreeing to the application agreement which can be found beneath the internship postings on our website.

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

Deadline: Friday, August 13th, 2021 by 5:00PM

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Interviews:

The interviews will be conducted on a rolling basis.

Interviews will be conducted via virtual or phone until the New York State Department of Health deems this practice no longer necessary. If you don't have the means to interview in this way, contact Johanna Caplan at jcaplan@sayyesbuffalo.org.

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.



The banner features a blue and green wavy background. On the left, white text reads 'To sign up: Text @syb-icpp to 81010'. In the center, the SAYYES TO EDUCATION BUFFALO logo is displayed, featuring a silhouette of a person jumping. On the right, white text reads 'Texts will include information about: New Internships Programs Tips and so much more!'. At the bottom center, large white text reads 'GET TEXT REMINDERS!'.

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