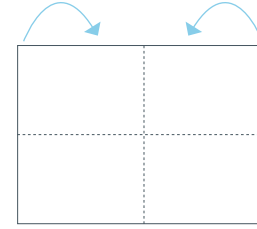


STEP 1

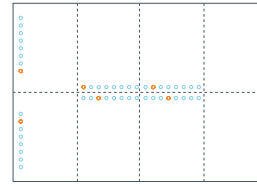
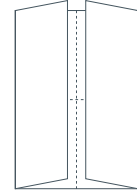
Print out the second page of this PDF on tabloid-size paper (11 x 17) and follow the directions on this page to create the informational booklet. This booklet contains the internship job opportunities. Use your hole-punch to punch-out the position(s) you are interested in. After you finish making this booklet, you can go onto step two.



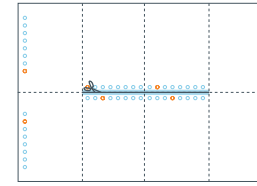
Fold your paper once length-wise and then fold it again height-wise to create the folds shown above.



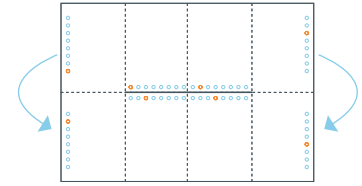
Unfold your paper all the way and then fold in the ends into the center fold as demonstrated above.



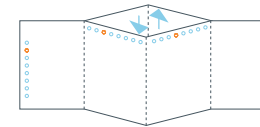
Unfold this paper. Now you should have four folds.



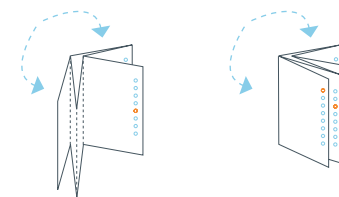
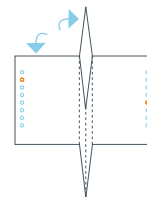
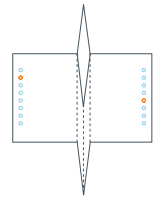
Using a pair of scissors, xacto blade or skillful tearing make a slit in the center, as demonstrated above.



Fold the paper down length-wise, along the fold already created.



Pull both inside folds out. You may have to fold them in a new direction.



Move the two flaps around to create the front and back cover of your book.





RODGERS TOWNSEND INTERN POSITION DESCRIPTIONS

Every ad that is created needs to resonate with a certain target, or it is a meaningless exercise. In an advertising agency, it is the Account Planner's job to make sure that target has a voice.

In this role, you identify and understand the target consumer and represent that person in the creative development process. You seek to uncover new consumer insights that inform and inspire by continually originating, accumulating, and synthesizing consumer data.

You try, as often as possible, to engage with consumers at their point of brand choice/consumption. You lead the agency team in development of the creative brief, the strategic roadmap that guides advertising development. And you're involved in proving the effectiveness of the agency's advertising to achieve its stated goals. You must also forge strong relationships with the Creative department so that you can keep the creative work on strategy and relevant.

EDUCATION/TRAINING

To be a great account planner, you need a diversity of traits and background, including knowledge of Marketing, Advertising, Psychology, Anthropology, Sociology, Culture and Communications (a bachelor's degree minimum), curiosity about the human conditions, strong written and oral communications skills, and an aptitude for analyzing data and turning it into a compelling and meaningful point of view story. The best planners have a passionate interest in human behavior - Why people do the things they do? How can we affect what they do? How can we learn from the way they learn individually or as a group? Planners love understanding consumers and their relationships with brands and advertising, and are passionate about using the understanding to help create more effective advertising.

ACCOUNT PLANNER

ACCOUNT SERVICE / NEW BUSINESS

Account Service is a great job for people with good business sense, a love for creative problem solving and the confidence to lead as well as assume responsibility for each client's success. You must understand the client's category, business and culture to ensure that each agency functional group (Account Planning, Creative, Media, Direct Marketing and Interactive) has a total understanding as well and any questions are answered quickly and accurately.

The job includes executing a variety of tasks/duties, complex problem solving, exposure to and knowledge of different businesses/industries and travel (depending on client).

New Business The long-term success of any agency is its ability to attract new business while maintaining and growing existing business. New business takes a special mind-set. It takes aggression, insight, creativity and the ability to organize and motivate an internal effort that results in separating the agency from its competitors. We never have enough time and the pressure builds very quickly so a new business person has to be able to handle the fire.

EDUCATION/TRAINING

Account service people will excel with Marketing, Advertising, Communication, and/or MBA degrees. Sales training/experience is also a big plus.

Successful characteristics include a passion for advertising/marketing, optimism, dedication, work ethic, organization, attention to detail and communicative (overly so) skills, being empathetic, having charisma/leadership qualities and the ability to motivate, etc.

COPYWRITER

Copywriters write the words. Art directors handle the pictures. At least that's how it used to be.

Now, the two work together in a team to come up with, sell, execute and implement ideas that connect with their clients' prospective customers.

The ideal copywriter asks questions. Lots of questions. And finds interesting answers that lead to more questions that eventually lead to insightful, funny and/or cool original ideas.

Obviously, strong oral communication and writing skills come in handy, too.

EDUCATION/TRAINING

Congratulations on your stellar GPA and graduating summa cum laude. Now where's your portfolio?

That's what creative directors are interested in. They want to be blown away by great ideas in your "book." Usually, a book has twelve to eighteen of your best speculative, or "spec," ads. Real ads you've produced are fair game as well. But only show the work you'd display on your refrigerator.

As for coursework, Journalism, Communications and the like are common but not necessarily necessary. Philosophy, History, Psychology and Undecided are all acceptable. It's your book that matters most. In fact, there are advertising schools dedicated solely to developing your book.

Whatever your major, keeping up with cultural trends and learning about the business through industry books and periodicals is a must. That and a sharp pencil.

You will work closely with copywriters and other creatives to produce original ideas based on a creative strategy brief. Concept and visually develop ideas into creative that motivates a customer or prospect to take action. Be able to adapt the look and tone of the brand into DM, TV, Print, etc. that talks to the target in a voice representative of the brand while staying within timing and budget parameters. This job is full of variety and quick turnaround times but it provides an exciting learning experience and a continuous stream of new challenges.

EDUCATION/TRAINING

As an Art Director it is important to develop an eye for aesthetics through a formal education (Bachelor's degree in Fine Art for instance). Be aware of trends, cultural influences and current events. Also beneficial is an interest in other fields of creative expression - music, fashion, fine art, drama, etc. Adobe Photoshop, Illustrator and InDesign are a must. The more well-rounded you are as a creative thinker, the more you can contribute to the success of the agency. Aside from the visual aptitude needed to create layouts that are appealing and appropriate, most importantly you must be able to solve problems on a conceptual level in a way that engages the viewer and causes them to react.

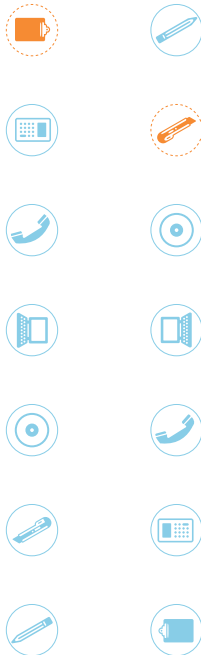
ART DIRECTOR

MEDIA PLANNER

A Media Planner is responsible for the strategic development of media plans, and coordinates the implementation process, which includes approval, buy monitoring, and reconciliation of each schedule. Daily activities include evaluation of media research (demographic, competitive), identifying the target audience, determining individual media effectiveness, and evaluation of special opportunities. Planners are required to have a complete understanding of the clients' business and ensure that all client media requirements are executed in a timely and accurate manner.

EDUCATION/TRAINING

Requirements include strong mathematical, computer, and both verbal and written communication skills. Attention to detail and ability to handle multiple tasks at the same time are also a must.



PRODUCTION ARTIST

FLASH DEVELOPER

A production artist is responsible for taking art from layout to mechanicals for disk release to printer (flow copy, comp checks, adding bleeds/crops/other direction indicators, etc.); excellent photoshop skills required on images as directed by art directors; make PDFs, comps, presentation boards, assist art directors with other miscellaneous creative projects; act as the gatekeeper of archive files, images, logos and signatures.

The production person must be detail-oriented, organized and speedy, but accurate. They must have the ability to communicate closely with art directors to "finesse" the artwork (visionary).

EDUCATION/TRAINING

A degree in graphic design will prepare you well for this position. Having a detailed knowledge of the following programs is also a must:

- Quark
- InDesign
- Illustrator
- Photoshop
- Acrobat
- PowerPoint

EDUCATION/TRAINING

Must have Flash experience and knowledge of the Web. Must be able to work in a team, juggle multiple projects and provide a point of view when discussing requirements for a project.





STEP 2

After you finish step one take your time answering all of the questions in the application section. As you go through the application, please pay special attention to the questions on the inside of the page. You can use your hole-punch to answer these questions.



THIS IS WHERE THE QUESTION IS...

OR THIS IS WHERE THE QUESTION IS...



PUNCH OUT ANSWER HERE



AND THEN YOU PUNCH OUT ANSWER HERE



