



Sample Internship Position Description

Organization Name & Description: [Allied Integrated Marketing](#) is a full-service integrated marketing agency working with the world's largest entertainment, consumer and lifestyle brands.

Organization's Location: 500 N. Michigan Ave., Chicago, IL (If the internship will be conducted remotely, include a note about that here, too)

Intern Title: PR/Marketing Intern

Summary of the Internship Description: Our internship program provides students with a deeper look into the entertainment industry and what it takes to put together a campaign from beginning to end.

The Intern Will (please describe the intern's basic duties in terms of skills he or she will hone or learn):

- Participate in brainstorming alongside Allied's team of Account Executives, getting a feel for the kinds of promotional and publicity stunts and events that clients prefer
- Learn how to develop a pitch, and have a chance to use those skills to communicate with college media, student organizations, and local businesses;
- Ideate and organize local-level events promoting client projects, such as themed bar nights, campus scavenger hunts, or Greek system activities;
- Gain event management experience by attending and assisting Allied staff at evening screenings or events;
- Gain experience with research tools such as Cision, TVEye and Google, learning how to effectively identify target audiences for campaign messaging.

Interns are encouraged to approach every project with an eye towards resume building and professional development.

Qualifications:

- Must be at least 18 years of age upon internship start date
- Must be a legal U.S. resident
- Must be enrolled as a full time student in a college or graduate school program;
- Must possess excellent verbal and written communication skills.

Internship Duration and Hours: 10-14 hours per week; one term (quarter or semester)

Compensation: This is an unpaid internship position.

How to apply: Send resume and cover letter to Ellen at ChicagoInternships@alliedim.com.