



### 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 or as a hybrid, 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/list the intern's basic duties in terms of skills they will hone or learn):

- Participate in brainstorming alongside Allied's team of Account Executives, getting a feel for the kinds of promotional and publicity students 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 outreach, Greek life activities, etc.;
- Gain event management experience by attending and assisting Allied staff at evening screenings or events;
- Gain experience with research tools such as Cision, TVEyes 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 a full-time student in a college or graduate school program
- Must possess excellent verbal and written communication skills
- Must express enthusiasm for the Allied brand!

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

**Compensation:** \$16 per hour.

**How to Apply:** Send resume and cover letter to Ellen at [ChicagoInternships@alliedim.com](mailto:ChicagoInternships@alliedim.com)