Boston University Creative Services: Marketing & Communications Internship

Overview

Creative Services is an award-winning, full-service creative agency within Boston University. We work with schools, colleges, and departments across the university to define effective marketing strategies and execute integrated communication pieces to help clients reach key business goals. As an intern, you will work directly with the Associate Director, Account Services to grow the fundamental project management and client service skills necessary to pursue a career in the Account Services field. Through collaborative semester-long projects, you will also gain exposure to other Creative Services departments, including Print Design, Interactive Design, Photography, and Editorial/Proofreading, as well as university clients.

Potential Responsibilities & Opportunities

Competitive Research:
- Provide support to Account Executives by generating competitive reports specific to upcoming initiatives
- Includes research on general industry trends and best practices as well as examples of print and web projects produced by other colleges and universities

Oversight of Client Projects:
- Partner with Account Executive to lead one print and one web project during semester
- Provide support in all client communications and meetings, including drafting meeting notes and reports
- Provide support in briefing internal creative team, including drafting meeting notes and creative briefs
- Work with Account Executive to ensure project stays on strategy, on schedule, and on budget,

Account Management Administration:
- Provide support to Account Executives on final project billing as well as other administrative tasks, as needed
- Provide support to Assistant Account Executives on various project management and resource management-related tasks, as needed

Other Learning Opportunities:
- Attend introductory sessions with representatives from Print Design, Interactive Design, Photography, and Editorial/Proofreading to understand roles and capabilities of each department
- Attend status meetings, both when appropriate and when student is available
- Attend Account Management staff meetings, both when appropriate and when student is available

Professional Growth and Development

At the end of the semester-long internship, you can expect to leave the experience with a stronger understanding of the following:

- Process behind integrated marketing and communications efforts
- Project management skills
- Client service skills and standards
- Verbal and written communication skills
- Organizational skills
- Teamwork and collaboration
- Attention to detail
- Ability to prioritize tasks and deliverables
- Proficiency in Microsoft Suite Office (Word, Powerpoint, Excel)