

INTERESTED IN A CAREER IN ADVERTISING?

CONSIDER OUR

Internship Experience



@ STARCOM MEDIAVEST GROUP

WHAT YOU'LL DO

The SMG Internship Experience immerses you in the fast paced media industry. On a daily basis, interns will assist teammates with client and/or agency tasks gaining knowledge of basic media language and media math. They will become comfortable utilizing company systems such as Ad*Views, Media Tools, SMG Source, MRI Applications, TARDIIS, MBOX and more. Each intern will be assigned to one of the following areas based on interest, experience and capabilities:

Media: Provide clients with complete communication strategy and activation across all major media.

Multicultural Media: Provide clients with communications strategy and activation for today's largest population groups in the US: Hispanic, African American and Asian.

Data & Analytics: Use data and analytics to understand how experiences impact consumer behavior and drive business value. Passion for data and comfort with basic statistical, data mining, or computer programming concepts required.

Research and Insight: Uncover consumer insights, execute campaign accountability research across all media types, and contribute to proprietary studies. Interest in consumer understanding and analytical skills (stats, data, logic, etc.) preferred.

Human Experience Strategy: Comfortably navigate and synthesize data around brand, culture and consumers - offering internal teams a unique perspective that inspires meaningful experiences.

Search: Optimize and re-structure client search campaigns to improve performance and adhere to best practices.

Operations: Manage critical operations and executional data across our clients to drive productivity.

Human Resources: Manage company-wide internship program including event planning, on-boarding, off-boarding and performance management. Serve as first point of contact for interns across all locations.

Corporate Communications: Manage internal and external company branding, events and communications initiatives.

Interns will also participate in a Performance Management Plan, the Intern Buddy Program, weekly "Media Module" sessions, various social events, an intern group project and an individual final project.

WHAT IT IS

The paid **Winter** Internship will begin on January 6, 2015 and last 10 weeks. Interns will work 21 hours (3 days) each week in either Chicago, New York or Los Angeles. Applications will be accepted online only between Wednesday, October 8th and Monday, November 17th. Interviews will start in November and decisions will be made by early December.

The paid **Summer** Internship will start in early June and last 10 weeks. Interns will work Monday -Friday from 9 to 5 in either Chicago, New York or Los Angeles. Applications will be accepted online only between Monday, November 3rd and Monday, January 12th. Interviews will start in January and decisions will be made by mid-April. The winter and summer internships pay \$10 per hour.

If you are interested in applying, please visit the Careers tab on our website, www.smggroup.com to upload your resume and apply to the Intern position(s). Please be sure to apply to all internship postings you'd like to be considered for.

WHO YOU ARE

- Pursuing a Bachelor's Degree or higher with a target graduation date between Spring 2015 and Spring 2016 for Winter Internships or between Winter 2015 and Spring 2016 for Summer Internships
- Proven strong interest in a career in advertising, technology, analytics, research or related
- Strong academic credentials (Minimum cumulative GPA of 2.75)
- Must have the permanent, unrestricted right to work in the US (sorry, we are not able to consider "OPT/F1" intern candidates)
- Basic PC skills- familiarity with Word, Excel and PowerPoint
- Ability to prioritize tasks, work on multiple assignments and manage ambiguity
- Ability to work both independently and as part of a team with professionals at all levels
- Leadership, problem solving and strong verbal and written communication skills

WHO WE ARE

Starcom MediaVest Group (SMG), a division of Publicis Groupe, is ranked one of the largest brand communications groups in the world and encompasses an integrated network of human experience strategists, investment specialists, content creators and digital experts. At SMG, we believe experiences matter. They enhance lives and build brands.

With nearly 7,300 employees in 110 offices worldwide, SMG partners with the world's leading companies including The Coca-Cola Company, Kraft Foods, P&G, Samsung, Walmart, among others. In 2014, SMG won Media Network on the Year at the Cannes Lions International Festival of Creativity. For more information on SMG, visit www.smggroup.com.