



B R A B E N D E R C O X

## INTERNSHIP PROGRAM

**BrabenderCox has been recognized as one of the most creative political media, advertising and public relations firms in the country.**

With offices in Northern Virginia (near Washington, DC) and Pittsburgh, Pennsylvania, BrabenderCox is a full-service advertising agency. We specialize in advertising, media, and Republican political and issue advocacy campaigns. Our services include brand strategy, advertising, account planning, broadcast production and post-production, media planning, public relations, and creative/graphic design.

Throughout the year, we conduct an internship program in both of our office locations. Tell us what your interests are and we'll see if there's a good fit for you here. At BrabenderCox, you can make this program work even harder for you by earning academic credit and/or working within a specific area of interest.

## THE ENVIRONMENT

The environment is fast-paced and exciting. Our team of professionals have years of experience in applying a variety of marketing skills with a passion you don't see anywhere else. Turn what you are learning in the classroom into real world experience.

Each intern is supervised by an appropriate staff member and evaluations may be conducted throughout the program. These evaluations will consider the intern's ability to meet deadlines, work in cooperation with staff, strategically apply marketing strategies to various campaigns and produce deliverable results on assigned tasks.

## THE REQUIREMENTS

We accept applicants with any major. Applicants should:

- be enrolled in undergraduate or graduate school
- possess strong writing capabilities
- have the ability to perform thorough research on a variety of topics
- understand fundamental marketing principles and/or government
- possess good organizational skills and a strong work ethic

## THE JOB DESCRIPTION

The internship experience at BrabenderCox is a real-world blend of politics, advertising and creativity. Here is just a brief list of the kinds of responsibilities:

- Conduct demographic research, biographical research, industry research, and competitor research and compile relevant information into a report for staff and clients
- Assist in the broadcast production facility by digitizing, cataloging and reviewing footage
- Learn and apply voter targeting methodology
- Participate in creative development/brainstorming meetings, client meetings and conference calls
- Write press materials such as news releases and media advisories
- Maintain media relations, develop media lists and monitor key outlets
- Plan and coordinate media events for clients
- Coordinate and develop new business pitches
- Assist in developing and implementing marketing plans
- Assist with general administrative tasks (including reception duties)
- Assist the creative team in the conceptualization, copywriting and proofreading of appropriate communications for clients and the firm

## THE APPLICATION

To be considered, applicants must complete and return:

1. the enclosed application
2. a cover letter and current resume with the application
3. at least two writing samples (academic reports, memos, research, etc.) that display your ability to think critically and write effectively
4. two references or two letters of recommendation

Upon completion, please mail your application materials to “Internship Coordinator” at your desired office.



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## INTERNSHIP PROGRAM APPLICATION

### CONTACT INFORMATION

Full Name: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Current Address: \_\_\_\_\_

\_\_\_\_\_

Permanent Address (if different): \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_ Major/Minor: \_\_\_\_\_

### ACADEMIC INFORMATION

School Currently Attending: \_\_\_\_\_

Anticipated Date of Graduation: \_\_\_\_\_

Would you receive academic credit for this internship? Yes \_\_\_\_\_ No \_\_\_\_\_

Other education information you want to tell us: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## AVAILABILITY

Desired Office: (select one)

- Pittsburgh
- Virginia
- Either / No preference

Desired Start Date: \_\_\_\_\_

Desired End Date: \_\_\_\_\_

Please indicate your hourly availability during your internship (office hours are 8:30-5:30):

Day	Start	End
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Weekends (on occasion)		

## WORK EXPERIENCE & BACKGROUND

Do you have any professional / office experience? If so, please describe.

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What qualifications and/or skills do you possess that you feel would make you an ideal candidate for this internship?

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Please describe any relevant academic coursework you have completed.

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What are your future career plans?

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What areas interest you (check all that apply)?

- Politics / Government
- Advertising & Marketing Strategy
- Public Relations / Media Relations
- Creative / Graphic Design
- Broadcast Production
- Copywriting
- Account Management

In which computer formats are you proficient?

MAC \_\_\_\_\_ IBM / PC \_\_\_\_\_ Both \_\_\_\_\_

List your software knowledge (i.e.: MS Office, Dreamweaver, Illustrator, Photoshop, etc.)

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## PERSONAL REFERENCES

Please provide two references that can speak to your personal character, academic credentials and/or professionalism.

1. Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

2. Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_