

Marketing Internship

Working for: AA Commercial Unit

Duration: 6 months

Salary: £50 per day.

Details:

The Advertising Association is an organisation that represents all sides of the advertising industry, advertisers, agencies, media and research services. Our remit is 'to promote and protect the rights, responsibilities and role of advertising' in the UK, a significant £16bn industry.

We are looking for a well presented intern to support the Commercial Director and Head of Networks working on a number of important networks. There are two in particular that we would like you to focus on but they are not exclusive:

We are looking for help & support for a period of 6 months.

1. business4Life

business4Life is the network for any organisation that believes in the power of brands, marketing and advertising in helping to create an improved culture of public health in the UK. The network is a unique coalition that brings together retail, food and drink brands, communications experts, media and health and fitness organisations. By working together as a network we can communicate the benefits and impact we deliver.

In a nutshell, to encourage the public to eat better, move more and live longer.

2. Front Foot

Front Foot was established to restore public trust in advertising. To make advertising better understood and more positively valued as an economic, social and cultural contributor.

CREDOS was established in 2010 as the research think tank for Front Foot.

Core Daily Tasks

- To help organise events for Front Foot. They will be of a high calibre, one of them may for example, be hosted at ITV.
- To give support in the process of new business recruitment. This may involve some cold calling.
- To arrange meetings, set up the meeting room for b4L Steering Groups & be on hand to welcome members.
- To take meeting notes & draft minutes of Steering Group meetings.
- To maintain and update CRM (Customer Relationship Management) of prospective members. Basic training can be provided.

- To prepare network support packs for prospective member visits.
- To be responsible for replenishing and financial management of support packs.
- To support the commercial unit by sourcing and obtaining information material from a variety of in- house systems on line.
- To organise mail outs if needed.
- Good knowledge of powerpoint, word & excel is important.
- Assist with general administrative tasks

The successful candidate will:

- Have a keen interest in advertising.
- Have excellent written, communication and interpersonal skills.
- Work well under pressure.
- Have excellent organisational skills and be able to take the initiative and work within a small team.
- Educated to degree level.
- Have good computer skills.

The Advertising Association

Over the six months the AA will aim to ensure that:

- You will have the opportunity to attend at least one Debating Group event in Parliament.
- You would have attended meetings with the AA clients/stakeholders to get an understanding of how the marketing team operate.
- You will attend an Advertising Matters event/s with the Head of Networks & the Commercial Director.
- You will sit in on at least one meeting between the AA and Lexington, our public affairs agency to gain a better understanding of how consultancies and industry associations work.
- The AA will help you to achieve any other goals that you (or we) identify.
- The AA will provide job hunting/interview advice to the intern towards the end of the 6th month.

Closing Date: Wednesday 31st August

Contact: Please send a copy of your CV and a covering letter stating why you would be interested in undertaking an internship at the Advertising Association to Amanda Myers, Head of Networks, amanda.myers@adassoc.org.uk