



22squared Internship Program Discipline Descriptions



Brand Planning: Brand Planning isn't just about coming up with a single, compelling key idea for a campaign (although that is an awesome and highly marketable skill), it's about growing brands by strengthening relationships with customers. 22squared brand planners research, strategize, and work closely with other departments to help form campaigns that inspire people to talk, share and recommend. By nature, we are an imaginative, collaborative and endlessly curious group.

Campaign Management: Campaign managers are a combination of things: puzzle-solver, den mother, air traffic controller and nuclear physicist. In other words, they are highly organized, keenly strategic and able to manage integrated projects across multiple disciplines. 22squared campaign managers have a passion for seeing a project through, can manage the big picture, as well as the smallest details, have the ability to manage big groups, and integrate changes seamlessly. Campaign Management is a great fit for those who want a full understanding of how an agency runs.

Client Leadership: The role of Client Leadership is to lead clients and their organizations to greater success by building their brands and businesses. We are the direct liaison between the agency and the client and work directly with various agency teams to develop business and marketing solutions that align with the objectives of our clients. We inspire agency teams by providing strategic direction and insight, maintaining a solutions-oriented mindset, and anticipating potential challenges and opportunities for all advertising campaigns and projects. Client Leadership manages the integrated approach the agency applies to clients' business needs and consistently adds value along the way.

Client Performance: We are the intersection where Usability and Analytics meet to form solid digital strategies that reach our client goals. We work closely with Brand Strategy, Social Media and Client Leadership to define goals and online strategies; with Creative and Development to outline user interfaces and technology mash-ups; with Media to define conversion points that are then monitored, reported and optimized for success; and with our leadership to help educate and inform our clients on how performance analytics gives insights to the entire media mix. It's a big job....for a small team. Number crunching....Yes. Creative influence....Absolutely.

Creative/Design: The Creative and Design departments create work that is noticed, enjoyed, remembered, talked about and, oh yeah, effective. Creatives are a collaborative group—working well with each other, with other departments and with extra coffee when the pressure's on. 22squared creatives are imaginative and innovative, see opportunity in every assignment and are eager to dig in.

Human Resources: This isn't your typical Human Resources department. Shake the images of the dull, drab, policy police from your head and think fun and friendly, strategic business partners. The HR intern will have the opportunity to work closely with each department and the people that make it fun! Focusing on projects that make an impact on the organization, the chosen applicant will help shape the on-boarding, new hire orientation, and training programs that makes 22squared such an awesome place to work!

Information Technology: An intern will be exposed to all things tech. Servers, networks, end user support, finance - everything. You will also get some training in and eventually ownership of projects. Specific projects and contributions will depend on interest and need. Leaving this internship, you will have a well-rounded understanding of what an internal IT department does and have some real work experience. Free coffee, soda and popcorn included.

Media Buying: Our spot buying department deals with over 4,000 TV/Cable & Radio stations across the United States and is in charge of placing and stewarding our client's broadcast buys. We process an average of 100,000 spots per month and are responsible for ensuring our clients get above industry average value for their investments.

Media Planning: One of the key players on the advertising team is the media planner. The media planner is responsible for researching the public's viewing habits and evaluating content or programming to find the best media fit for their clients. We make sure that our client's ads appear in the right places at the right times over a range of media including print, television, radio, outdoor and the internet.

Search (SCOUT22): UNIFIED SEARCH. That's what we do. We don't think of just PPC. Our team creates strategies across Paid (SEM), Organic (SEO) and Social (SSM) to gain the most impact and exposure for our clients. They work hand in hand with our Digital Media group and Web Development teams. And we provide valuable insights and trending to inform new strategies across all mediums.

Social Media: Our Social Media team members are gifted conversationalists. After all, they communicate with millions of people every day. 22squared Social Media experts understand the nuances of community conversations, have passion for building brands' personalities, and make social media conversations relevant to all.