

## Moses Anshell Internship Program

Moses Anshell is an integrated marketing firm, with advertising, interactive, media and public relations all under one roof. With dogs and sometimes kids roaming the hallways, it can get pretty chaotic. Although we are separated into departments, integration is key to our success; all disciplines are coordinated so strategies, messaging and insights are consistent throughout the agency. The atmosphere at Moses Anshell is fast and fun, requiring people who can switch gears at a moment's notice.

### INTERNSHIP INFORMATION

MA offers internships during the fall, spring and summer in several departments. This internship is unpaid. We do our best to make this internship valuable to you for real world experience. We will work with you and your school to ensure that you receive college credit for the internship, if desired. We do not offer relocation assistance or reimbursement.

**Make sure you are fine with these aspects of the internship before applying:**

- The internship is unpaid.
- You will be asked to do some admin and grunt work - not a lot, but it will happen. If you feel that you are above that, don't apply.
- The internship will likely not end with a job offer. We like hiring interns when we can but it's few and far between. If you are a stellar intern, we'll try to help you find a job in the industry.

### JOB DESCRIPTION

Job descriptions are on the following pages for each of our departments offering internships. Please read each one carefully to determine which one meets your skills and/or interests you the most.

### PROCESS

SEMESTER	APPLICATIONS DUE	INTERVIEWS	SELECTION
Fall	August 15 <sup>th</sup>	late August	early September
Spring	October 31 <sup>st</sup>	early November	late November
Summer	March 31 <sup>st</sup>	early April	late April

This timetable only applies to the client services and public relations internships. Creative internships, when offered, are on their own unidentified timeline. Because you know how those crazy creatives are.

**Application** – Your application should include a resume and cover letter. If you are applying for an internship in the Creative department, please also include a portfolio of your work. Please indicate on your cover letter if you will need to relocate to Arizona if selected for the internship.

Your resume and cover letter **must be** combined together into one PDF and the name of the file **must be** your full name, for example "Johnny\_Depp" (hint: this is a clue for us that you know how to follow directions). Don't forget to address your application to the appropriate contact person listed in the job description for the internship you are applying for. If applying for more than one internship, please submit only one application and address it to all the appropriate contact people listed in order of preference.

**Interview** – Each internship coordinator will review all applications received for their specific internship. Because we often receive many internship applications, the internship coordinator must narrow them down to the top candidates for an interview. Don't be discouraged if you aren't selected. Competition for internships can be tough. If selected, you will be asked to come to the office for an interview (note: the agency is hard to find so plan your commute time accordingly). Interviews can be held by phone if you do not live in the Valley.

**Selection** – Each internship coordinator will select the candidate that is right for their department. All candidates will be notified.

**Application and interview tips** – Check the end of this document for our advice to intern applicants.

### **HOW TO APPLY**

Send your completed application to [info@mosesanshell.com](mailto:info@mosesanshell.com).

**CLIENT SERVICES INTERN**

Contact: Jessica Quijada – Manager, Client Services

**WE ARE:**

The client services department serves as the main point of communication between the client and the agency. We oversee the integration of each department to ensure our clients goals and objectives are met...with a smile.

**WE NEED:**

A hardworking, ambitious, detail-oriented intern for our client services department

**YOU HAVE:**

- An interest in understanding all of the ins and outs of advertising
- Microsoft Office Suite proficiency
- A positive attitude and proactive work ethic
- A sense of humor and creativity

**YOU WILL:**

- Attend client meetings including regularly scheduled status meetings and strategic planning meetings
- Assist Client Service Managers and coordinators in preparing for meetings including preparation of agendas/materials, conference room set-up, etc.
- Take notes and assist in writing of conference reports for meetings detailing action items and next steps
- Assist with research related to client's businesses, their industry, consumer trends, new business pitches, etc.
- Assist with administrative responsibilities including monthly billing, faxing, emailing, etc.
- Participate in internal agency "team meetings"
- Assist with "job requests" and "change orders" and monitor deadlines with the traffic department

**YOU ARE:**

- Incredibly smart, but not in a way that makes you want to explain quantum physics to us. We get it already!
- Going to impress us so much that we fight over which of us gets to use you
- Personable and able to build lasting relationships with colleagues, clients and vendors

**YOU BELIEVE:**

- In sound strategy. It's not about reaching the most people, it's about reaching the right people
- Work should be fun

**CREATIVE/INTERACTIVE INTERN**

Contact: Annette Kracht – Director, Digital/Interactive Marketing

**WE ARE:**

The Creative Department is responsible for planning and producing advertising through various media outlets. Simply put, that means we produce ads. Print ads. TV commercials. Radio commercials. Banner ads. Rollover video ads. If you put a message to sell a product in it, we do it. And we do it well. The interactive team works within Creative to help our clients drive their messages online.

**WE NEED:**

A hardworking, ambitious intern for our Creative Department's interactive team, specializing in interactive.

**YOU HAVE:**

- A basic understanding of HTML and CSS.
- Familiarity with Dreamweaver, Flash and Photoshop.
- An interest in understanding all of the ins and outs of advertising.
- A sense of humor and creativity.

**YOU WILL:**

- Help design websites using Photoshop.
- Work closely with the Creative Department to develop various interactive projects.
- Cut website layouts once designs have been approved.
- Create web pages using Dreamweaver.
- Produce Flash animations for interactive advertisements and websites.
- Setup e-blasts, e-newsletters, websites and other online projects.

**YOU ARE:**

- Incredibly smart, but not in a way that makes you want to explain quantum physics to us. We're never going to pass physics — and we're cool with that.
- Going to impress us so much that we fight over which of us gets to work with you.
- A go-getter. Someone who sees an idea and runs with it.

**YOU BELIEVE:**

- In sound strategy. It's not about reaching the most people; it's about reaching the right people. At Moses Anshell, we don't do cool work just for the sake of doing something cool. And we don't throw a bunch of stuff against the wall and hope something sticks. We use smarts to decide who we want to reach. Then we hit them not with a shotgun blast, but with a dart.
- Work should be fun!

## **PUBLIC RELATIONS INTERN**

Contact: Marina Renneke – Manager, Public Relations

### **WE ARE:**

The public relations department is responsible for story generation, media pitching, expert client positioning, and development of strategic and comprehensive PR plans.

### **WE NEED:**

- A hardworking, ambitious intern for our public relations department

### **YOU HAVE:**

- Familiarity with and some experience in public relations
- Microsoft Office Suite proficiency, i.e., good computer skills
- Good writing skills
- Knowledge of AP Style
- A sense of humor and creativity
- Good phone skills with the ability to comfortably make cold calls to reporters

### **YOU WILL:**

- Gain a strong understanding of an agency setting and the PR department's place within it
- Master basic PR skills including writing, pitching and planning
- Evaluate and measure public relations opportunities and efforts
- Interact and build relationships with local media
- Have good ideas and share them, even when they are not directly related to the public relations department

### **YOU ARE:**

- Incredibly smart, but not in a way that makes you want to explain quantum physics to us. We get it already!
- Going to impress us so much that we fight over which of us gets to use you
- Personable and able to build lasting relationships with colleagues, clients and media

### **YOU BELIEVE:**

- In sound strategy. It's not about reaching the most people, it's about reaching the right people
- Work should be fun

### APPLICATION AND INTERVIEW TIPS

We want you to succeed! We've interviewed a lot of internship applicants over the years and have compiled a list of tips for the application and interviewing process. It's up to you to put these into practice.

- Do more research about the company than just review their website
- The interwebs provide a wealth of advice on how to write a good cover letter and format a resume. These documents should be succinct yet provide enough detail so we know that we should interview you.
- Ask a friend to proofread your cover letter and resume thoroughly
- Review what courses you've taken that would apply to that position- what was your role, what did you learn, etc. Bring in samples from those courses.
- Prepare questions about the position or company prior to the interview. You need to make sure you want to work for the company just as much as the company reviewing your qualifications
- Do a mock interview with a friend to help you formulate concise responses to questions
- Dress professionally for the interview. Watch the tight pants and cleavage (we don't want to).
- Arrive early to the interview
- Display confidence but don't have an ego; display enthusiasm
- Make eye contact with the interviewers
- Watch your ums, likes, uhs and other filler words
- Don't tell us your age
- There's no need to be nervous. We aren't mean and want to see who you really are when talking with you, including your experiences and personality.
- Small gestures go a long way. Using your interviewer's name when talking gets noticed and is a nice touch.
- If interviewing over the phone, make sure you set schedule a time when you can talk in a quiet place and can focus on the interview questions.
- Make sure you understand the expectations of the employer for that position
- Consider what your expectations are for that position and address them in the interview
- Follow up with a thank you email or snail mail note after the interview
- If you don't get the position and want to know what you can improve upon, email the interviewer
- If there are no positions available at a company, you can ask for an informational interview to get to know the company and position better
- Don't put all your eggs in one basket- apply to several companies if they interest you