

Haworth

We're Haworth. The + in our full name – Haworth Marketing + Media – signifies our differentiation as a media team who thinks like marketers. Haworth is a modern media agency – a marketing-led, creative-driven, digital-first company. We value the individuality and independence of our employee shareholders – and with our 50-year history of integrity as a cornerstone, we've built genuine relationships with an impressive roster of clients. Our casual atmosphere is filled with thinkers and doers and overachievers. Haworthians are hard-working individuals who challenge conventions with a whole lot of #clientlove and #haworthdoesgood.

Haworth offers a range of career opportunities within four distinct services: Media Strategy; Channel Strategy; Activation; and Agency Operations.

The **Media Strategy** team leads efforts within consumer marketing and communications planning—inclusive of consumer insights and research, multicultural, sports/cause/entertainment marketing solutions—all in collaboration with creative teams and other client partners to inspire the Channel Strategy and Activation teams.

Channel Strategy activities include multimedia communications planning across all potential channels in video, digital, print and out-of-home—as well as sponsorships, brand & product integrations, influencer marketing, events, and street/guerilla engagements.

Activation encompasses Media Investments, Ad Operations, Trafficking and Performance including buying across all media channels—from mass media to one-2-one data-driven engagements—alongside ad-traffickers who ensure the media runs flawlessly across all channels and the Performance team who measures, analyzes and optimizes media activity within the marketplace.

The **Agency Operations** team consists of skilled specialists across multiple functions—including Technology, Design Services and Finance—maximizing efficiency, aesthetics, integrity and best-practices to maintain our longstanding values and stellar industry reputation.

CROSS CHANNEL PLANNING & INVESTMENT INTERNSHIP

Haworth is seeking an intern to fill an exceptional opportunity within our Channel Strategy and Activation team. Primary responsibilities are to support the channel investment team across “Direct to Partner” channels (Digital, Broadcast, OOH, and Print), Platform Investment, and Digital Ad Ops & Trafficking. These teams are responsible for all aspects of channel strategy/tactical planning, investment, and activation management. They are accountable for channel expertise, innovation, partner management, media procurement, activation, performance optimization, and stewardship, amongst other responsibilities.

RESPONSIBILITIES

- Immersion in cross channel specific trends, capabilities and best practices
- Support day-to-day activities across all media channels such as pulling data accurately for campaign performance analysis and insights
- Campaign measurement mapping
- Learn all available tools and buying platforms
- Learn to identify opportunities; for example, additional keyword/audience/targeting based on existing performance trends
- Become familiar with channel pacing and implications/optimizations

REQUIREMENTS

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- Energized and passionate about the media industry
- Curious and career minded – commitment to ongoing learning
- Strong computer skills (Excel proficiency a must), numerical aptitude and accuracy.
- Exceptional verbal and written communication skills.
- Working understanding of media terminology and applications or a quick learner
- Hustle and tenacity - ability to prioritize, work under pressure, and meet deadlines.
- Mass Communication studies with advertising/marketing emphasis preferred.

COMPENSATION: \$20.00/hour

APPLICATION:

We appreciate your interest in Haworth’s internship program. To provide us with additional information beyond the traditional resume, please go to theinterns.haworthmedia.com/ and fill out the application and provide the following deliverables. Be creative, concise, and clear with your written communication.

1. Video: in 15 seconds or less, tell us why you want to be an intern at Haworth (provide via link – YouTube, Vimeo, Dropbox, Google Drive, etc.)
2. The Questions:
 - a. Share a marketing/media execution from the last year that you connected with and that you think really stood out. Describe what you think the business objective was, who they were trying to reach and/or the insight(s) that led to that execution.
 - b. What is the most interesting innovation happening in media today? Why do you think it’s interesting and how would you apply it to a Haworth client?

Deadline for application is March 17, 2024.