

# 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 the following services: Strategy & Client Leadership; Media Planning & Investment; and Agency Operations.

The **Strategy & Client Leadership** 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.

**Media Planning & Investment** 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.

---

## MEDIA STRATEGY & CLIENT LEADERSHIP + DESIGN INTERNSHIP

Haworth is seeking an intern to fill an exceptional hybrid opportunity within our Strategy & Client team with some creative services responsibilities within our Design team. Primary responsibilities are to support the strategy planners and supervisors in the development of comprehensive media plans, day-to-day stewardship for assigned accounts as well as support our Design team with creative services.

### RESPONSIBILITIES

- Support in day-to-day audience and competitive insights; requests/pulling of info, compile competitive charts and draft insights
  - Learn all available tools and resources (Resonate, MRI/Simmons, Kantar, Pathmatics, etc.)
- Assist in the development of campaign book/internal briefs/channel kick-off decks
- Help with deck development and formatting as needed (insights, competitive, strategic, tactical, recaps, etc.)
- Support the gathering of channel details to mix deliveries (R/F, Imps, etc)
- Assist with media maintenance inclusive of flowcharts, media authorizations, channel pacing and other applicable media tasks
- Produce various design materials including visual concepts, infographics, icons, org charts, mock-ups, charts/graphs/forms
- Assist in content creation, style, formats and standards for presentation materials
- Maintenance of file libraries of all design materials and information inclusive of Haworth websites
- Create content for social media channels, as well as track owned channel analytics

# Haworth

- Support agency culture moments such as coordinate photography and video of employees, office and events to highlight Haworth's work and culture

## REQUIREMENTS

- Energized and passionate about the media industry
- Curious (interest in pop culture and mass media) and career minded
- 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
- Software proficiency, including; Adobe Creative Suite: Photoshop, Illustrator, Acrobat Pro, Premiere; Microsoft Office: PowerPoint, Word, Excel; Keynote; WordPress
- Photography and videography experience is highly desirable
- Strong design aptitude and solid knowledge of design resources, terminology and applications

**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/](https://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.