



Haworth is a high-touch, data-driven media agency where individuals from diverse backgrounds and experiences contribute to our team. We're a 50-year-old startup—meaning as the media world becomes more complex, we reinvent how to connect with the consumer. What doesn't change is our mission to attract and welcome like-minded talent to a culture where you can grow, learn, and deliver your best work. We're a mid-size employee-owned independent with the hospitality of a boutique agency, backed by the clout and intelligence of WPP/GroupM, the world's largest media investment company. Our clients represent marquee consumer brands across retail, spirits, restaurants, electronics and more. Join us in our Minneapolis HQ where we embrace a hybrid work model as we grow our team of media specialists.

MEASUREMENT STRATEGY & INSIGHTS INTERNSHIP

Haworth is seeking an intern to fill an exceptional opportunity to support the Strategic Insights and Measurement team in empowering the agency and our clients with data-driven insights and decisioning. This role will work on both garnering broader industry, category and audience insights for informing media planning as well as supporting strategic measurement plans and reporting deliverables for informing campaign effectiveness.

RESPONSIBILITIES

Support and assist the team with many – if not all - of the following ad hoc & ongoing workstreams for both current client accounts as well as potential new business opportunities.

- Be resourceful in uncovering data to support/guide client recommendations or answer key questions
- Compile category and competitive analysis reports and/or media landscape deliverables
- Develop target audience segments and profiles
- Measurement strategy, frameworks and POVs
- Manage measurement solution reporting and dashboards
- Utilize internal and external dashboards to help garner insights on campaign effectiveness
- Data enablement including data mapping and validation, naming conventions, etc.
- Manage communications across teams and vendors
- Potential strategic ad hoc projects – e.g. budget planning and forecasting, audience sizing, etc.

REQUIREMENTS

- Energized and passionate about finding data-driven insights to drive decisioning
- Curious and growth minded – commitment to ongoing learning and willingness to ask questions
- Strong computer skills (Excel proficiency a must), numerical aptitude and accuracy.
- Logical understanding of data structure preferred
- Exceptional verbal and written communication skills.
- Goal-oriented and drive – committed to learning and striving for high-quality work
- Efficient and effective - ability to prioritize and meet deadlines.
- Pursuing or holding a degree in Marketing, Communications, Consumer Insights, Data Analytics or related field.

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 23, 2025.