



Internship Opportunities

Public Relations and Account Management

Creative Civilization, a full-service advertising, marketing and public relations firm, is accepting applications from **Spring 2015 internship candidates for its award-winning Marketing and Public Relations departments**. Our interns play a vital role in daily operations and work closely with the management team. Our internship program gives students an inside look at the cultural and business landscape of San Antonio, providing an opportunity to learn about different aspects of the advertising and communications industry.

WHO WE ARE:

Founded in 1999 by advertising leaders Al Aguilar and Gisela Girard, Creative Civilization is a total market agency uniquely qualified in the general market, Hispanic market and business-to-business. Headquartered in downtown San Antonio, Texas, Creative Civilization offers a full range of marketing, advertising and public relations services.

The agency's mantra, *Inspiration Is All Around Us™*, fuels creative solutions across all agency disciplines.

INTERNSHIP SUMMARY:

At Creative Civilization, our interns have the opportunity to add experience to their education and assist with a variety of local, regional and national clients. Our current clients include the Anne Frank Inspire Academy, the Briscoe Western Art Museum, Cancer Treatment Centers of America, The Magik Theatre, the San Antonio Economic Development Foundation, VIA Metropolitan Transit and Wonderland of the Americas, among others.



PUBLIC RELATIONS INTERNSHIP

Position Overview

A Creative Civilization public relations internship will provide a qualified college junior or senior with the opportunity to gain experience working in a full-service, integrated marketing, advertising and public relations firm. Under the mentorship and direction of Public Relations team members, the intern will be tasked with supporting client-related projects and/or deliverables within an entry-level position of responsibility. This is an unpaid internship with school credit available.

Roles and Responsibilities

- Drafts news releases, media advisories, talking points, media materials and other items as assigned
- Media Relations: outreach, pitching, follow-up and other tasks as assigned
- Research and build media lists, databases and other materials as assigned
- Research and collect information for client materials
- Interact with vendors and media
- Track client coverage: media monitoring and press clipping
- Participate in brainstorm sessions
- Assist in planning client events
- Assist and staff client events
- Assist with managing and innovating social media strategies

Qualifications, experience and education

- Minimum of 15 hours per week with hours between 9:00 a.m. and 5:00 p.m.
- Must be an student enrolled at an accredited university or graduate student enrolled full-time
- Excellent written communication skills
- Background in mass communication; existing PR knowledge preferred
- Knowledge of AP Style
- Strong interpersonal skills

APPLICATION PROCESS

Interested students should email a resume and cover letter to Patricia Perez at pperez@creativecivilization.com.



ACCOUNT MANAGEMENT INTERNSHIP

Position overview

A Creative Civilization account management internship will provide a qualified college junior or senior with the opportunity to gain experience working in a full-service, integrated marketing, advertising and public relations firm. Under the mentorship and direction of Account Management team members, the intern will be tasked with supporting client-related projects and/or deliverables within an entry-level position of responsibility. This is an unpaid internship with school credit available.

Roles and responsibilities

- Conducts new business and client research
- Participates in both internal team and client meetings
- Assists with writing of conference reports, work orders and creative briefs
- Participates in the development of copy, fact sheets, collateral and other materials
- Coordinates creative projects, including broadcast, digital or printed material
- Assists with special projects
- Completes marketing audits of competitors and prospects
- Assists with daily operations of client projects
- Assists with client and new business presentations
- Attends client events and promotions when needed
- Other duties as assigned

Qualifications, experience and education

- Strong research, organizational and writing skills
- A proven understanding of advertising, social media, digital/online and traditional media
- Excellent written and oral communication skills
- Talent, drive and the ability to work independently and in team settings
- Critical thinking skills
- Demonstrates a passion for collaboration and intellectual curiosity of business challenges
- Ability to take initiative and assume responsibility
- Excellent attention to detail
- Strong Microsoft Word, Excel, PowerPoint skills
- College junior or senior majoring in marketing, management, advertising, public relations, business or related field
- Prior internship experience in advertising, public relations, communications and journalism also a plus

APPLICATION PROCESS

Interested students should email a resume and cover letter to Patricia Perez at pperez@creativecivilization.com.



AN AGUILAR/GIRARD AGENCY