



Consumer & Events Marketing Internship or Co-Op Requirements

Mission Statement:

To be an intern with the magazine, you must be a dedicated, hard working individual. Hard work on minor tasks leads to the opportunity to gain more responsibility.

An internship with the marketing department is unpaid and requires the following:

- Must be an undergraduate pursuing a four-year degree and seeking to gain additional experience in the industry.
- Must be able to receive college credit for the internship.
- Must be able to work a minimum of 2 days a week (9:00-5:00pm) or the equivalent hours over a three-day period.
- Interns must also be available to assist with certain *Philadelphia* magazine events after normal work hours on weeknights or weekends (usually 2-3 per month). *Philadelphia* magazine signature events are mandatory.
- Permitted one hour for lunch.
- Must work for the duration of the semester (spring, summer, or fall) - 9 weeks minimum.
- Must be punctual in attending your scheduled days at work. Habitual lateness will not be tolerated.
- Must notify your immediate supervisor 2 weeks prior to any scheduled vacation when requesting time off or the request may not be granted. Emergency exceptions will be granted.
- Must notify your immediate supervisor via email if calling in sick.
- Dress code is business casual and office appropriate. No t-shirts, sneakers, spaghetti strap tanks, flip flops, short skirts or dresses, or other inappropriate clothing will be tolerated.

As an intern in the Consumer & Events Marketing Department at *Philadelphia* magazine you will serve as a member of the team in a dynamic, bottom-line driven environment. Interns assist in all manner of tasks, helping in the overall brand and sales-support marketing processes of the magazine and its ancillary publications. Some of these tasks include:

- Assisting with the planning and execution of *Philadelphia* magazine events by helping with the creation of promotional materials, signage, maintaining RSVP lists, organizing collateral, etc.
- Assisting with set-up and registration at events (this may, and usually does, require carrying/transporting event collateral and signage up to 30 pounds)
- Assisting all parties at events, where needed (guests, sponsors, vendors, PM staff, etc.)
- Helping to prepare media kits for *Philadelphia* magazine advertising sales representatives
- Mailings (postcards and sectional mailings)
- Creating counter cards, posters, and banners for promotions
- Proofing/copyediting and fact-checking special sections
- Helping to brainstorm new ideas for special section opportunities
- Helping to brainstorm ideas for in-house ads
- Helping to create post-event recaps, photo albums, etc.
- Assisting with *Philadelphia* magazine's event social media accounts
- Concepting and copywriting for promotional material
- Updating archives of invitations, postcards, etc.
- Assisting with other administrative tasks (copies, faxes, reception duties, errands)

Desired skills: ability to work in a fast-paced environment, detail-oriented, hard worker, organized.

Contact for Internships:

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