RedPeg Marketing Internship Program

At RedPeg, interns don’t just sit around getting coffee… they are assigned projects, participate in brainstorms and work hand-in-hand with our staff.

Our internship program provides valuable, hands-on, professional experience that few other programs can offer. High levels of organization, attention to detail and ability to multi-task are needed to succeed in this fast paced environment. In addition to daily tasks, the intern will work closely with their direct supervisor and intern manager to develop and achieve personal goals.

When can I apply?

The intern program is year-round with interns participating in the fall, spring, or summer semesters. Applications for our program are accepted on a rolling basis and there is no deadline. However, when a particular semester fills up, we will stop accepting applications for that cycle. On average, between 10 and 12 interns are accepted each semester and are assigned to a specific department.

Is it paid? & Can I receive college credit?

RedPeg’s internship program is typically unpaid. The opportunity for a paid internship does exist. However, these are decided on a case-by-case basis. We do encourage our student participants to submit their internship hours for college credit (if applicable to their college or university). RedPeg will work with the participant to complete required performance reviews or participation paperwork.

How many hours will I need to commit?

Participants are asked to commit a minimum of 20 work hours in the spring/fall and a minimum 30 work hours in the summer.

Program Details

Intern Class – Interns are part of a close-knit “class” and are strongly encouraged to get to know one another on a social and professional level.

Brown Bags – Special “Lunch n’ Learns” are scheduled for the interns to provide valuable insight into the business and marketing world. Brown Bags include:

• Breakfast with the CEO
• Recruiting and Interviewing 101
  • Agency vs. Brand
  • Client Service 101
• Production and Event Execution

Resume Review – Interns schedule one-on-one meetings with the Human Resources Manager to review and critique their resume.

Intern Project – RedPeg wants to hear from the interns! Each class receives a new and exciting project that they are responsible for researching and presenting to the company’s principals. Past projects have been implemented into the daily workings of the company.

Field/Event Work – Interns are encouraged to join our field staff and participate at local events. The perfect way to see your hard work in action.

Position Descriptions

Strategy & Brand Planning
If you are a business guru and want to understand the value of pitching new business to a client researching a client's needs and more, this position is for you. Daily tasks include but are not limited to:
  • Writing pitches and presentations
  • Client, analytical, white paper research
  • Brainstorming

Client Service (Account Management)
If you have ever wondered what it takes to plan an event from beginning to end, including managing employees/volunteers, identifying vendors and more, this position is for you. Learn how to manage the logistics of a promotional event. Daily tasks include but are not limited to:
  • Market and event research
  • Compiling recap date for client presentations
  • Coordinating logistics with the client and field teams
  • Attend internal/external meeting
  • Write contact reports

Talent Management
Learn how to recruit, hire and interact with field employees from across the country. Work closely with account teams to fulfill employee requirements for projects. Daily tasks include but are not limited to:
  • Recruitment postings
  • Screening, interviewing and scheduling
  • Database management
  • Human resource management
Production
If you have ever wondered what it takes to produce large-scale event sets of all types, the production department is for you. Learn about behind-the-scenes logistics of experiential marketing campaigns. Daily tasks include but are not limited to:

- Researching latest technology trends
- Managing event inventory/database
- Assessing logistics feasibilities
- Managing program calendar

Creative & Gaming
Work hand in hand with the creative department bringing concepts to life through design and illustration. At the same time, take up forces with RedPeg’s newest venture The G Factory. Through our gaming department, you will learn first-hand about the vast opportunities for marketing partnerships in the realm of gaming. Daily tasks include but are not limited to:

- Idea generation
- Layout and design for agency presentations
- Conduct research for potential partnerships or client relationship
- Track and evaluate social media trends

Social Media & Digital Marketing
If you’re a forward-thinking individual with a passion for social media and the online space, this position is for you. Learn how to use your favorite social media networks and online sites for business and promotions. Daily tasks include but are not limited to:

- Assisting in the promotion of events and campaigns through various social media and online promotional strategies
- Conducting research to find and engage with new social media platforms and online promotional opportunities
- Creating creative content for social media channels
- Writing copy including teasers, outreach letters, and blogs
- Monitoring and engaging on various social media platforms
- Compiling data for analysis and client presentations
- Attending internal/external meeting

Venues & Sponsorship
In this position, it is all about the art of the negotiation. Balancing multiple priorities is essential. Interfacing with multiple client projects and several departments, you will secure the best events and locations that allow our clients to engage with their target audience. Daily tasks include but are not limited to:

- Utilize online resources to identify relevant venue and sponsorship opportunities
- Written and phone communication with event sponsorship and production contacts
- Managing workflow of contracting, insurance, database, and production documentation
• Regular communication with client service and production teams

**Accounting & Finance**
You will learn the ins and outs of accounting including general ledges, AP/AR, bank reconciliations and more. Must be proficient in Microsoft Excel. Daily tasks include but are not limited to:

• AP/AR coordination
• Journal entries
• Reconciliations

**Human Resources**
In the world of HR, your employees are your clients! Learn innovative and tactful recruiting techniques that cultivate talented candidates and guarantee the success of a business. Daily tasks include but are not limited to:

• Learn to use contemporary recruiting tools and tips
• Review candidate resumes and prepare for initial screening
• Employee record maintenance
• Become introduced to state labor laws and policies

**Required Skills/Experience**

• Office/internship experience preferred, but not required
• Working knowledge of Microsoft word, PowerPoint and Excel
• Proficiency or willingness to adapt to Macintosh
• Strong attention to detail, proactive and self-motivated
• Ability to work on multiple tasks and projects concurrently
• Professional maturity with a take-it-to-the-next-level mentality
• Flexibility to work independently as well as with a team

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of job functions, responsibilities or requirements.

To apply for an internship, please email the following to "internship@redpegmarketing.com":

• Top Two Position Choices
• Cover letter
• Resume