



## AGENCY DEPARTMENT/POSITION DESCRIPTIONS

*Please review the descriptions below to determine the advertising agency departments and positions that are of greatest interest to you. You will be asked to indicate your top choices on the MAIP application. Please note: The following are general descriptions of advertising agency departments, not actual internship positions. Intern responsibilities will vary by agency.*

### Account Management

The official middleman of the advertising industry. The account manager figures out the company's needs, relays it to the ad agency, advocates for both sides, and keeps the communication rolling.

### Art Direction

The creative department's stunningly keen eyes. Art directors grasp the big message of the ad and communicate it visually. These artists understand the core of design and photography and work in tandem with a copywriter to produce beautiful and powerful messages.

### Copywriting

Ah, the copywriter. The wordsmith. The hashtag creator. They're the cunning linguists who write what you read, hear, and see. Also, the art director's partner in crime—professionally speaking, that is.

### Digital/Interactive Design

The guys that make web content cool. In this modern world, the different corners of the Internet are designed with the users in mind, and the digital/interactive design team creates a world of clickable, watchable, playable material.

### Media Buying

Media buyers kick-start the whole process by purchasing a slot for ads to be placed into. Without this position, agencies would have nothing to do all day but wistfully blog about their burning desire to advertise. What a sad thought.

### Media Planning

If you start seeing adult diaper commercials on Disney, you know that the media planner has been fired. This wonderful human figures out the who/what/when/where/why of ad placement and makes sure that the commercial reaches the right people at the right time.



### Production

A taste of Hollywood with a dash of magic. Once the creative team whips together an ad, these guys gather the necessary people, places, and things to create what we actually see on TV and other forms of media. The bottom line is the production team turns ad ideas into realities.

### Project Management

The most organized person on the team. These puzzle masters piece together the entire project by managing and allocating deadlines. They don't mean to harass you though; they just want to make sure that everyone's happy—even if the deadline did get pushed up four times already.

### Public Relations

People say the darndest things; PR reps just make sure that it doesn't harm the company. These guys manage public opinion, give the company a voice and a little time to shine with the occasional press release and stunts meant to stir some buzz.

### Social Media

Facebook. Twitter. Instagram. LinkedIn. The list goes on. If you eat, sleep, and breathe social media, then step right into the job of your dreams. #Awesome

### Strategic / Account Planning

The Sherlock Holmes of the ad industry. Strategic/account planners solve the mystery of the who/what/how of advertising. By looking at market trends, these guys are able to come up with the company and agency's game plan for communicating with the masses.