



## Intern Responsibilities

### About Moxē

Moxē is an Orlando-based full-service integrated marketing agency established in 1985. For more than 31 years, we've led clients to success in Central Florida. The Moxē philosophy is simple: Deliver integrated marketing communications strategies that are Bold, Savvy and Unexpected. Well, that, and to have fun while we do it.

Bring us your goals. We'll achieve them. And along the way we'll surprise you, take you on an adventure and keep you wondering how you ever existed before you met us.

We get it. Our world is an interconnected network delivering a barrage of messages to consumers every day. Attracting and maintaining consumer attention requires telling a compelling and consistent brand story. To stand out today takes a bold brand message, delivered simultaneously, across multiple channels. So, how do you do it? The answer: Moxē.

### Description

As a Moxē intern, we consider you part of our team. We value your work and will encourage you to merge with our culture so you can gain a real-life experience in the advertising and public relations world.

As a member of our team, we encourage you to use your time with us wisely. We'll help you integrate into agency life and hold you to the same standards as every other team member here. You'll be expected to commit to approximately **12 to 15 hours** per week for **at least one semester**.

Interns at Moxē will be exposed to all aspects of the agency – from strategic marketing, to public relations, to advertising, to social media/content creation and much more. Our goal is to give you sufficient insight into our exciting field of work.

Specific responsibilities include, but not limited to:

- Assisting with media research, planning and placement
- Brainstorming and shadowing the creative process
- Drafting press releases, media alerts, pitches, social media strategies and posts and ad copy
- Dealing with client services and account management functions
- Aiding in social media and e-marketing efforts
- Conducting client-based research

Requirements:

- Must be currently enrolled in a marketing/communications/advertising/public relations or other relevant program; undergraduates and graduate students welcome to apply
- **Undergraduate applicants must be seeking internship for college credit – this is a non-paid internship**
- Conscientious work ethic and ability to take initiative
- Personality types: self-starter, question-asker, creative thinker

For more information, please contact:



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