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**Account & Strategy Intern**

[Bethesda, MD](http://maps.google.com/maps?q=7316+Wisconsin+Avenue+Bethesda+MD+20814)

**Description**

The Account & Strategy Intern will work closely with the Account, Strategic Planning, and Internal Resource/Operations departments.  The intern provides research, project management, and administrative support to the Account team to assure execution of assigned programs in a manner which enables the agency to maintain strong, long-lasting relationships with client accounts. The Account & Strategy Intern will also contribute to the Strategic Planning team that drives outstanding creative and business-building ideas, by answering the following questions:

* Who is the target audience?
* How can the brand connect with the target?
* What do we need to say or do to influence them?

**Strategic Planning Responsibilities**

* Gather Information. Help the client and the agency get the right information needed to drive success, including consumer/customer data and information, cultural trends, digital analytics, media analytics, and industry insights
* Analyze and Synthesize. Help analyze data and synthesize large amounts of information to generate insights that will drive client business forward and create effective communications.
* Champion the RP3 Approach. Learn and assist in the development of RP3 formats for strategy documents (e.g., creative brief, Brand Platform, customer journey maps, target personas, message hierarchy, etc.)
* Inspire and Steward Ideas. Assist identify interesting, important and/or insightful information that is useful to our internal and external audiences (creative, creative tech, account leadership, media, agency leadership, and/or clients).  Information is considered useful if it helps others form ideas, support existing ideas, or move businesses forward

**Account Responsibilities**

* Helps maintain all related account files and client communication for assigned accounts
* Helps with the workflow and timeline within the account team to ensure work in progress is completed in a timely and efficient manner
* Supports on upcoming deliverables with various team members (Creative, Strategic Planning, Connections, etc) and raises concerns if deliverables are not aligned with the timeline
* Assists with monitoring account performance against specific metrics, including invoicing, payments, labor vs revenue, deliverables against the timeline, among others. Raises concerns in advance to ensure senior team members can mitigate situations
* Renders assistance on special projects, i.e. phone surveys, secondary research, market checks, etc. as needed
* Assist  responsibility for client retention by proactively identifying client risks or opportunities and managing client teams to effectively respond to client needs
* Assist and distribute & update client correspondence from key client meetings (conference reports, memos, etc.)
* Assists in the development & production of plans, presentations, creative briefs, & proposals
* Helps review & proofread all materials (ensure all key members of the account team have approved copy, proofs, etc.)

**Requirements**

* High school diploma or equivalent
* Currently enrolled in a 4-year degree College, or holds a Bachelor’s degree in  communication, marketing, analysis and/or critical thinking, such as journalism, liberal arts, human behavior sciences
* Understanding of Microsoft Office or iWork products
* Strong written and verbal communication skills
* Accuracy and timeliness in the execution of assigned tasks
* Cooperative relationships both within the office and with client personnel
* Ability to schedule work and balance priorities for the efficient flow of work