

COPYWRITING INTERN DESCRIPTION

INTERNSHIP DESCRIPTION:

Content writing is a major part of a marketing agency. As a copywriting intern, you will work on a variety of writing projects for clients located worldwide. The copywriting intern will work on both traditional mediums like print ads and digital tactics like copywriting for the web.

KEY RESPONSIBILITIES:

- Content Creation (Writing ads, web copy, press releases, social media posts, brochures, etc)
- Proofreading, fact checking, editing, and research
- Working collaboratively with other members of the creative and core departments

REQUIRED QUALIFICATIONS:

- Studying English, Writing, Journalism, Public Relations, Communications, or Similar Field
- Proficiency in Microsoft Word, Excel, and PowerPoint
- Strong writing skills
- Ability to adapt to the tone and voice of written materials
- Energetic and creative
- Hard-working and team-oriented

JFG COMPANY PROFILE:

- J. Fitzgerald Group is a full-service advertising and marketing agency. We have a large clientele at the local, national and international level.
- Check out our website here: <https://www.jfitzgeraldgroup.com/>

Why JFG?

This is not your average internship. Here, you'll be part of something different. By becoming a member of the JFG team, you will have the opportunity to play an active role, expand upon your skill sets, and learn a lot about the business.

If JFG sounds like a great experience and you are looking to pursue or learn more about a challenging career in the advertising/marketing world, we want to hear more about you and your goals. Please send an email that includes your resume to intern@jfitzgeraldgroup.com.

JFG Facts:

- We are a 50% woman-owned company founded in 2001.
- Since its inception the company has always been heavily involved in the creation of brand identity and in brand stewardship (ensuring consistent use and follow through) – for a wide range of regional, national and international clients.
- Our team includes talented professionals with expertise in integrated marketing communication campaigns including:

- o **Branding:** Brand Identity/Development, Marketing Strategies & Planning, Naming/Tagline Development, Logo Development
- o **Creative Development:** Brainstorming, Creative Concepts, Copywriting, Graphic Design
- o **Digital Marketing:** Website Design/Development, Search Engine Marketing, Search Engine Optimization, Email Marketing, Online Marketing
- o **Social Media Marketing:** Facebook, Twitter, LinkedIn, Instagram, Pinterest
- o **Marketing:** Print Advertising, Direct Mail, Collateral, Radio and TV, Outdoor, Trade Show Booth Development
- o **Media Relations:** Media Planning, Placement & Tracking, Public Relations & Crisis PR, Press Conferences & Event Management,
- o **Market Research:** Focus Groups, Product Testing, Surveys/Polling

On a regular basis the JFG team handles a diverse mix of creative execution, from marketing plan development, creative design, writing, research, social media, web/interactive/programming and more for a wide range of clients regionally, nationally and internationally.

We are advertising, marketing and website professionals with decades of experience in both business-to-business and business-to-consumer marketing for clients ranging from medical/healthcare, continuing care, pharmaceutical, consumer goods, manufacturing, banking, construction, education, and more.