

## **>>MARKETING INTERNSHIP<<**

### **Who are we?**

BARetc. is a full-service experiential marketing agency specializing in spirit, wine and beer elevation. Not your average bottle-pusher with a pretty face (although we are pretty good-looking), BARetc.'s winning formula hones in on three critical flavors: brand activation, consumer engagement and digital reinforcement. We don't believe in cultivating the obvious. Inspiring high energy, participatory experiences are what marry people to their favorite brands and generate real sales.

Our internship program for students and recent graduates provides the opportunity to gain practical marketing knowledge and experience in a dynamic agency environment. The new Marketing Intern will contribute to various client account teams from BARetc. corporate headquarters in Plano, TX.

### **Responsibilities**

- Various administrative tasks
- Support account team(s) in all aspects of client program planning and execution
- Conduct market/target demographic research
- Conduct local market venue research and spot checks
- Maintain communication with field employees
- Coordinate the production of creative program elements
- Coordinate with agency vendors & suppliers
- Support event execution, including pre-event planning and post-event evaluation
- Facilitate weekly account team meetings, including scheduling and agenda preparation

- Assist with program reporting and documentation to clients
- Contribute to shipping/inventory responsibilities as needed
- Assist in strategic planning brainstorm for current and potential clients

## **Qualifications**

- Bachelor's degree in marketing, business or communications (preferred but not required)
- Aged 21+, as on-site bar/club/special event venue visits may be required
- Excellent written and oral communication skills
- Experience in MS Office programs including Word, Excel and PowerPoint
- Interest in the promotional/events marketing industry
- Self-motivated, highly organized and detail-oriented

The new Marketing Intern should expect to work a flexible schedule of up to 20 hours per week with an immediate start date. Full-time students must receive course credit for the internship and will be eligible for a quarterly bonus. Recent graduates will be paid hourly, dependent upon experience.

**Please submit a cover letter, resume, writing sample and two references to [Breann@BARetc.com](mailto:Breann@BARetc.com) to apply. Please include "LAST NAME, FIRST NAME - MKTG INTERN APPLICATION" in the subject line. Good luck!**

Cheers,

**Breann DeCoste | PR & Social Media Manager**  
[Breann@BARetc.com](mailto:Breann@BARetc.com)  
281.386.8822  
[www.BARetc.com](http://www.BARetc.com)