

InTronship - Position Descriptions

Account Management

There is Trone Brand Energy and there is the client. In between the two works the Account Management department. We manage expectations on both sides of the line for the work we do, like advertising double agents. As an Account Manager you will be expected to both manage the clients brand and manage ours by ensuring we meet and exceed the client expectations. If your highly detail-oriented and able to manage numerous projects at once then you've found your spot.

Public Relations

Every brand has a story. The Public Relations department works for the client's image, whether by talking to reporters, creating media and contact lists, managing social media or overseeing event implementation. If you like the idea of talking to a reporter in the morning, dropping by a film set for lunch then heading back to the office to train your spokesperson on how to execute key messages in a TV interview, you'll fit in well here.

Account Planning

A ship without a navigator won't even make it out of the harbor. Account planning interns delve deep into the mind of brands' audiences and evaluate the meaning of the brand to set the strategic path for the brand, inspiring our creative teams. We navigate insights through our research process. If you're naturally curious, love exploring strategies and enjoy the integration of strategy and the creative process, this internship might be for you.

Creative

Can you take an insight and turn it into an idea? Can you take an idea and make it better? Can you do that at the drop of a hat, 20 times a day? That's what happens every day in our creative department, and the creative intern will learn from some of the best. Design oriented interns will be exposed to the creative process through the Studio Director, copywriting interns will work with a Creative Director. Both will learn first hand how work gets created, rejected, changed and perfected.

UX and Interaction Design

Do you have the heart of a designer and the head of an engineer? Our interaction designers are storytellers, blending form and function to craft compelling digital experiences for responsive websites, mobile web-apps and more. Start with sitemaps and wireframes, then move to high-fidelity Photoshop concepts as you shape the way people interact with brands on the web. (Experience with HTML and CSS is a plus, but not required).