



inTRONESHIP - Position Descriptions

Account Management

There is Trone Brand Energy and there is the client.

Account Management serves as the liaison between the two. As strong communicators and relationship builders, 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 manage both the client's brand and ours by ensuring we meet and exceed client expectations. Public relations and social media are also intertwined in Account Management at TBE, so your role may include creating media and contact lists and writing, executing and reporting on social content. If you're highly detail-oriented and able to manage numerous projects at once, then you've found your spot.

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 cultural and behavioral role of the brand to set the strategic path for the brand, inspiring our creative teams. We navigate audience insights through our research process. If you're naturally curious, love researching new opportunities and enjoy the integration of strategy with the creative process, this internship might be for you.

Studio

Design interns will be exposed to a wide variety of production processes, industry technology and file prep best practices working alongside the Studio Director. You will gain firsthand experience of how the creative process works, from the beginning insights to the end product. Whether it's a printed piece or a social media post, you will learn how work gets made, rejected, changed and perfected.

Digital Marketing Specialist

Are you digitally savvy? Do you thrive in a fast-paced, continuously changing environment? Digital Marketers connect brands with consumers online. We build relationships with clients and work across a variety of channels to engage their audiences. We're equal parts strategy, implementation and analytics. From helping clients rank #1 in Google to running paid social media campaigns, each day brings something different. Time to get your hands dirty with SEO, PPC, marketing automation, social marketing and Google Analytics – trust us, you'll learn a lot.