

PHILADELPHIA BUSINESS JOURNAL

Title: Advertising Intern
Employer: Philadelphia Business Journal
Location: 400 Market Street, Ste 1200
Philadelphia, PA
Hours: Minimum of 10 hours per week
Timeframe: Summer Internship
Compensation: \$25/week to cover traveling expenses

Employer:

Celebrating over 28 years of publishing, Philadelphia Business Journal is the preeminent provider of local business news. The Business Journal is a wholly owned subsidiary of American City Business Journals, a network of 41 business journals located in major US markets. Further information can be found online at <http://philadelphia.bizjournals.com>.

Job Description:

The position provides an intern with knowledge and experience in all aspects of advertising sales within ACBJ through hands-on involvement in selling and sales processes under the supervision and training of professional sales personnel. The intern will learn such key elements of sales success as competitive assessment, prospecting, appointment setting, sales-call planning, presentation, proposal development, closing a sale and follow-up after the sale. The Intern will be directly supervised by the Advertising Director with an Account Executive assigned to mentor the intern on a day-to-day basis.

Qualifications:

We are looking for an individual with excellent communication skills and attention to detail. Ideal candidate would be available to work 2-3 days a week, 15-20 hours. Candidate should be a Junior or Senior with a Business, Marketing, Communications or Liberal Arts major and proficient in Microsoft Office applications.

Contact:

Fran McKeever,
Advertising Account Executive
215-238-5122
fmckeever@bizjournals.com.