



# Digital Advertising Intern

---

## Company Profile

TCAA is one of the most respected advertising agencies in the country specializing in Toyota ad associations. While highly regarded for its advertising ideas and expertise, the agency is positioning itself for significant growth through the superior capabilities of its digital media team. TCAA's office is located just outside Boston in Dedham, MA.

## Position Title

Digital Advertising Intern

## Compensation

Paid Internship

## Working Environment

TCAA has a fast-paced collaborative working environment where team members work together to solve new and challenging problems for the betterment of our clients. This collaborative environment gives all team members a voice when it comes to solving problems. We believe that nobody has a copyright on good ideas which is why we rely on our team members to participate in virtually all levels of decision making.

## Job Description

The Digital Advertising Intern will work directly with the Digital Media Director and Digital Media Team to help develop and execute strategies for multiple clients. The intern will be exposed to advanced digital media initiatives such as paid search engine marketing, ad serving, display advertising and more. There will be ample opportunity to contribute ideas to management. Additional job responsibilities could be developed around the candidates' strengths.

## A Day in the Life

Each day will begin with a briefing to cover the projects that will need to be completed for the day. Projects will include:

- Working with client websites to develop new advertising platforms
- Working with team members to problem solve and develop solutions for advertising challenges
- Working with team members to negotiate and execute professional sports franchise sponsorship

- Analyzing advertising report data to make recommendations about future advertising initiatives

Many projects will be ongoing for weeks at a time and require commitment and dedication to complete. Training and support will be provided for all projects assigned. Projects will be both individual and collaborative.

## Qualifications

The candidate must be enrolled in 2-4 year degree program at an accredited academic institution, maintained a minimum GPA of 3.3, and must have a strong desire to learn. Previous internship experience with references is preferred. This position requires outstanding communication and computer skills as well as an in-depth understanding of the internet. Candidate must be self-motivated, mature, decisive, and possess an exceptionally strong attention to detail. The ability to communicate persuasively orally and in writing is vital. The candidate must be highly proficient with Microsoft Excel (proficiency with other programs is a plus). A car is required as agency is not easily accessible by public transportation.