

Dalton is a full-service brand and communications agency that represents a wide range of global, national, and regional clients across a variety of industries. The agency provides award-winning creative designs and brand development, public relations, social media, web design, media placement, television, and radio production services.

Account Management/ Advertising Internship

Dalton Agency is looking for a qualified intern candidate who will assist the account service team, with an emphasis on integrated campaign development, research, media, and project management.

Projects/tasks may include:

- Assist with developing, maintaining, and adjusting campaign project timelines and deliverable lists, participate in a collaborative, integrated project, and conduct or assist with research efforts.

Social Media Internship

Dalton is looking for qualified intern candidates who will support the Social Media team with day-to-day tasks such as copywriting, calendaring, analytics, and creative concepting. This individual must be highly collaborative, with a demonstrated ability to handle and prioritize multiple requests simultaneously.

Projects/tasks may include:

- Developing creative briefs for social content, attending internal meetings, participating in a collaborative, integrated project, and providing input on brainstorm meetings, creative concepting, and designs.
- Conducting qualitative and quantitative research

Communications/ Public Relations Internship

The public relations internship program provides college students with hands-on public relations experience before entering the field. Collaborating closely with our team of public relations professionals, interns will complete a variety of PR projects from initial brainstorming and development through completion.

Projects/tasks may include:

- Draft public relations materials such as press releases, media pitches, media lists, media alerts, blogs, etc.
- Provide input during brainstorming sessions, PR strategic planning meetings, and case studies, and conduct qualitative and quantitative research for a collaborative project.

Digital Media Internship

Dalton is seeking a highly collaborative and efficient intern to assist our Digital Media team with various day-to-day tasks. As part of this internship, You will work closely with our Digital Media Director, Digital Marketing Specialist, and VP, Data & Analytics.

Projects/tasks may include:

- assist in the development, implementation, and evaluation of paid digital media campaigns.
- Assist with developing, maintaining, and adjusting recurring campaign reports/dashboards across multiple campaigns, data sources, and marketing channels.

Paid Media Internship

Dalton is seeking qualified intern candidates to join our Paid Media Team, You will work closely with our SVP, VP, broadcast supervisor, media planner, and coordinator to assist in the development, implementation, and evaluation of paid media campaigns. Each intern will be challenged to expand his/her knowledge in preparation for entry-level opportunities in the ad agency work force.

Projects/tasks may include:

- Learn to use Advantage, the media buying software system, to input media buys, generate insertion orders, manage client media billing, update flowcharts and reconcile invoices across multiple accounts.



- Compile and evaluate research to guide media plan recommendations.

Hours: At least 3 days per week; hours are flexible around school/work commitments.

Office: In-person at **a Dalton Office (ATL, JAX, NSH)**

Details: Unpaid, must be taken for school credit; parking and additional expenses reimbursed

To apply, please send a cover letter and resume to: careers@daltonagency.com