

AKS INTERNSHIP PROGRAM OVERVIEW – MARKETING SUMMER 2023



OVERVIEW:

The AKS Internship Program provides an opportunity for students interested in marketing, public relations, communications, or graphic design to earn their Bachelor's degree in four years while graduating with up to nine months of work experience. The program is intended to introduce students to the world of professional services marketing which is often not covered in the classroom. Marketing for engineering, architecture, and construction (AEC) firms is a specialty industry that requires different processes and skill sets depending on the type of work a company provides. This internship will provide an overview of how firms like AKS acquire work for both public sector and private development projects. The AKS Internship Program will immerse you in up to three summers of experience working with an established marketing team.

APPLICATION PROCESS:

Applications accepted	October 3, 2022
Last day applications accepted	February 28, 2023
Notification to candidates	week of April 3, 2023

Following initial screening of received application materials, selected candidates will be invited to interview with the AKS team. Applicants may be asked to submit work samples of design work. Final notification to candidates will occur no later than the first week of April.

PROGRAM REQUIREMENTS:

- Must be currently enrolled in a 2- or 4-year accredited program with a declared major in marketing, advertising, business, communications, public relations, graphic design, or other related field (i.e., English, history, etc.).
- Must have completed at least one year of higher education prior to start of internship.
- Proficient in Microsoft Office Suite. Adobe Creative Suite experience preferred
- Comfortable with collaboration, constructive criticism, and interacting with internal and external clients
- Maintain a minimum 3.0 cumulative GPA
- Complete application and provide three references
- Commit to working full-time as a paid intern for a minimum of 12 weeks per year, generally during the summer months in our Vancouver, WA office.

LEARNING OBJECTIVES:

Learning Objectives:

- Applying coursework to service-related marketing with hands on marketing projects.
- Develop an understanding the inner workings of marketing for a service-related business.
- Learning to work in an office environment with diverse types of marketing work to do.

MARKETING INTERNSHIP DETAILS

In this internship, you will be working closely with the Marketing Team to obtain clients for future projects, maintain past clients, and spread brand awareness. This means that you will use your marketing, writing, and graphic design skills to put together documents that help AKS obtain new work. The AKS Marketing Team is responsible for a wide range of activities including branding, public relations, social media and website management, tradeshow and professional associations, client events, research, business development, and

proposal development. A significant amount of the team's time is spent in pursuing public works projects which follow a strict process with defined requirements. You may perform research, prepare resumes and qualifications, write content, provide graphic layout, and other tasks to support this function. Attention to detail and the ability to use time effectively are key to your success in this role.

During your internship, you will also be working with a variety of service-marketing techniques such as social media and website management, event planning, advertising design, coordinating photography, working golf tournaments, drafting press releases and other internal and external communications, and applying design skills to consultant rosters, proposals, and award submittals.

As mentioned in our requirements, this job does require moderate experience in the Adobe Creative Suite as most of your time will be spent in Adobe Suite using InDesign, Photoshop and Illustrator. All documents that are sent to clients are created in InDesign, so familiarity with this program is required. Though not a significant portion, we may need occasional advertisements designed using Adobe. As an intern, you will be asked to provide assistance in a variety of areas of depending on the workload needs of the team.

MENTOR/SUPERVISOR

You will be assigned a mentor to serve as a point of contact throughout the internship. You will meet with your mentor on a regular basis to answer questions and provide a framework for how your work ties into the bigger picture. In addition, you will be assigned a direct supervisor to work with during your summer job assignment.

EVALUATION PROCEDURES

You will receive weekly feedback from your supervisors and will have a formal evaluation at the end of the internship with your supervisor and/or mentor. A key part of the AKS culture is providing immediate and honest feedback so that you can work most effectively.

During the final evaluation, we will discuss your plans for the next summer. A scholarship may be awarded. However, if performance did not meet our expectations or it was not a good fit, you may not be encouraged to return.

COMPENSATION

This program is a paid internship. You will be expected to work full time and will be compensated on an hourly basis with time and a half paid for overtime. Overtime is considered time worked over 40 hours in one week. The pay range is between \$18-\$21 per hour.

HOW TO APPLY

Submit your completed application along with the requested materials online prior to the application deadline here: <https://aksengineeringforestry.applytojob.com/apply/JhOXvdLK2X/Marketing-Internship-Summer-2023>