

26 Tools llc

**Part-Time Intern
Job Description
Summer 2016 and/or
Fall 2016**

hello@26tools.com

26 Tools llc is an independent communication strategy firm working with agencies, startups, corporations, & nonprofits to create voice and messaging that bring real value. Our clients include IDEO, Google startups, Scripps Networks, Italian fiber companies, UK product designers, Japanese furniture manufacturers, and more. In the past decade, we're lucky to have been honored with awards by the American Institute of Graphic Arts, Tennessee Ad Federation, New York Type Director's Club, and with permanent inclusion in the Smithsonian National Design Museum.

who we're looking for

We're seeking an organized, self-motivated, excellent writer to act as a part-time copywriting intern. English, Writing or Journalism majors in their junior or senior year of college. Past internship experience are preferred. Excellent communication skills, deep and precise knowledge of proper spelling and grammar, a passion for writing and a strong attention to detail are essential to succeed in this position.

what you might do

- Research current clients for branding and messaging projects
- Research competitors and analogous brands
- Invent themes and write content that appears on signage, websites, brochures, menus, digital applications, social and other promotional materials
- Drafting concepts and copy for company names, tag lines, advertising copy, blogs, press releases, and other related informative, marketing, and promotional material
- Writing in various tones and voices and for a variety of audiences and mediums
- Review marketing trends and other data regarding marketing of goods and services to determine the best ways to promote clients through various communication channels
- Make editing recommendations for submission to supervisor
- Proofread for spelling, grammar, and punctuation with detailed and absolute accuracy

what you need

- Status as a current student pursuing a bachelor's degree or above
- A basic understanding of media communication and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media
- Knowledge and ability to write relevant and intriguing content and copy
- Your own laptop
- Self-motivation, extreme organization, professional demeanor, eagerness to learn and deliver on deadlines
- Superior skills in research, communication, writing, editing, and proofreading

what you'll get

\$500 stipend

Real world branding experience, that you can include in your portfolio when you're looking for a job.

what's next

Internships are for one semester with opportunity to extend. Academic credit possible through UTC. Reports to Creative Director. If Carrie Meadows thinks you're good and might be a fit, drop us a line at hello@26tools.com