

# RFP FOR WINGMEN!

FCG INTERNSHIP 2017



We've issued an RFP. As a student or recent communications graduate, we are sure you have heard the term RFP as it pertains to marketing, PR and communications. In case you aren't familiar...

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**RFP | re'kwest fawr pruh-poh-zuhl |**

*A request for proposal (RFP) is a solicitation, often made through a bidding process, by an agency or company interested in procurement of a commodity, service or valuable asset, to potential suppliers to submit business proposals.*

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Our RFP is a little different. FCG is **Requesting Fearless Practitioners**. Are you ready to join our award-winning communications powerhouse? If so, submit your proposal. Resumes are great, but we want you to **SHOW** us how you plan on becoming a valuable asset to the FCG team.

## HOW TO APPLY:

**Get creative!** You have 60 seconds to show us your talent, personality and sell the brand of you! Share your video resume with us via Instagram DM @explorefcg by November 18 at 4:00 p.m. CST.

Much like a typical RFP process, we will review submissions and schedule in-person presentations for our top candidates.

**SUBMISSION DEADLINE: NOVEMBER 18 - 4:00 P.M. CST**

**INTERNSHIP DATES: JANUARY 12 - APRIL 18, 2017**

**FOR MORE INFORMATION, VISIT [EXPLOREFCG.COM](http://EXPLOREFCG.COM)**

**ARE YOU A TOP GUN?**

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## OPEN POSITIONS:

### PR/ENGAGEMENT MARKETING

Support talented communications professionals on iconic consumer brands like Honda, McDonald's and Red Bull to name a few.

#### Duties include but not limited to:

- Drafting media materials including news releases, pitches, media alerts, fact sheets, recap and status reports and other pertinent materials
- Updating media lists and trackers
- Develop social media content calendars and engagement communities
- Pitching local and national media including bloggers
- Responding to media requests
- Developing creative and compelling ways to story tell.
- Conducting competitor research
- Assisting with event activation planning and execution
- Developing creative and cool consumer experiential tactics

#### Minimum Qualifications:

- Undergraduate study in journalism, communications, public relations or related field
- Solid writing and verbal communications skills
- Ability and desire to work on challenging projects in addition to having strong leadership qualities
- Ability to multitask and well organized
- Enthusiastic team player and quick-learner
- Passionate interest in/understanding of public relations
- Bilingual is a plus

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## OPEN POSITIONS:

### GRAPHIC DESIGNERS

Gain hands-on work experience creating design and visual assets including OOH, website, proposals, event collateral, product ads, e-vites and much, much more.

#### Duties include but not limited to:

- Developing design layouts, signage, new business presentations and other graphic needs for internal agency projects and client work.
- Researching printing quotes, estimating jobs and production of files for printer delivery.
- Assisting Lead graphic designer with resizes and supporting agency design requests
- Assisting with maintaining agency website updates

#### Minimum Qualifications:

- Undergraduate study in design or related field.
- Basic understanding of design terminology and concepts.
- Knowledge of graphic design software (Illustrator, Photoshop, InDesign, Lightroom)

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## OPEN POSITIONS:

### VIDEO CONTENT SHOOTER + EDITOR

Visually storytellers who will have the opportunity to create super dope creative for our current client base and new business opportunities.

#### Duties include but not limited to:

- Develop compelling content in multiple formats
- Ability to shoot and edit video within tight turnaround timeframes
- Archiving final files
- Ability to take raw footage and edit to make new visual assets
- Assist producer with ordering equipment for video shoots

#### Minimum Qualifications:

- Knowledgeable of high quality cameras and file formats
- Familiar with audio mixing and sound design
- Basic understanding of post-production workflow
- Proficiency using Adobe Creative Cloud

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## WHAT CAN YOU EXPECT?

You will spend 16 weeks working in the middle of the action. Interns will attend in-house training and mentoring sessions, serve as members of our client services teams and act as integral players in the group's final project.

### Program Details:

- Our internships are unpaid. What you learn will be priceless as you begin your career. Interns will work no more than 20 hours per week. The program is designed to give interns the experience and exposure while providing an opportunity to maintain full-time employment.
- All final candidates must complete a writing test.
- All interns must participate in the training/mentoring sessions and group final project.
- Interns are given the first opportunity to interview for entry level positions within the agency.
- You will be reimbursed up to \$250 to cover your travel expense.

Upon program completion, you will be able to add some incredible work experience to your portfolio including:

- Tons of writing samples: news releases, social media content and measurement, e-pitches, published media hits, etc.
- Recap and wrap-up reports that are measurable
- Plan development ideas
- Event marketing planning and execution
- Dope creative and video content

### Ideal candidates will possess the following attributes:

- Creatives – Creative writers, content producers, ideas, positioning, thinking...ALL OF THAT!
- Innovators – Do you despise the old saying "It has always been done this way?"
- Team players – Do you believe there is no "I" in team?
- Fun/Personable – Are you friendly and like to have fun?
- Open-minded individuals – Do you believe that diversity and inclusion are important and respect perspective of others?