JOB DESCRIPTION: ADVERTISING COPYWRITER INTERN

Lambesis is an internationally acclaimed advertising agency that just happens to be located in the Village of La Jolla overlooking the Cove. Without turning this into a long-winded ad for the agency itself, please look at our case histories and capabilities in our web site:

lambesis.com

Copywriters are responsible for generating the words, slogans and audio scripts that accompany advertising visuals. As an intern you’d have the rare opportunity to learn from our senior copywriter and creative director who are both world class creatives (we call the people who create the work “creatives” which does not spell check well:) but the two people you will train under are two of the best writers in our profession.

The typical creative process can involve:

- discussing the core message and target audience of the brand.
- brainstorming visual and copy ideas with other members of the creative team
  - writing and presenting a few options to the creative team
  - modifying copy as needed

You would only be required to intern during normal working hours, Monday through Friday as your schedule permits. We only accept interns for school credit and your internship must be approved by your advisor, internship coordinator or professor.

The qualities we are looking for in a copywriting intern are:

- be highly creative and imaginative
- have good written and interpersonal skills
- work well in a team
- be able to work under pressure
- have an eye for detail
- have an interest in popular culture, trends and creative approaches in the world your live in.
Entry into advertising is highly competitive and creative internships are very rare, especially internships where you are not getting people coffee, making copies but instead learning the actual craft of copywriting from a highly qualifies creative team that produces work for billion dollar international consumer brands known the world over.

An applicant’s portfolio of work may be as important as their qualifications. Advertising is dominated by young people, with nearly half of the workforce aged below 34, so if you can begin to put together samples of actual advertising you have worked on at The Lambesis Agency for brands everyone recognizes you will be way ahead of all the other college graduates should you decide to got into the advertising or marketing field.

Training for junior copywriters tends to be on the job but it’s the same training you will get at our agency as an intern.

Junior agency copywriters may progress to senior copywriter and potentially to creative director.

What is the work like?
The types of projects and clients vary widely, although some copywriters may specialize in an industry sector. They may also specialize in producing copy for:

- above the line advertising, which uses mass media like TV, cinema, interactive media, posters and radio scripts to promote brands
- below the line advertising, which uses less conventional methods that focus on direct means of communication, like brochures, leaflets, press advertisements and direct mail.

The copywriter is responsible for taking an advertising brief and generating original copy ideas that grab the attention of the target audience. This can include creating straplines, slogans, body copy, jingles and scripts.

Usually working on multiple projects, the typical creative process can involve you as an intern interacting with other members of the agency creative team:
• meeting with team members to discuss the brand's requirements and core messages
  • familiarising yourself with the product, target audience and competitor activities in the market
  • brainstorming ideas and concepts for the visual and words with other members of the creative team
  • presenting initial ideas to the creative director, some of which may be rejected or developed into workable concepts
  • writing various copy options, which may be presented to the client as a story board (a consecutive series of frames depicting the script and drawings that may be used)
    • modifying copy to get the desired result
    • observing the production phase and possibly liaising with designers, illustrators, printers, photographers and production companies

The creative environment is often very informal, with relaxed dress code. However, if copywriting becomes your passion you'll find it a true joy to create something truly unique.

Skills and personal qualities most useful to a copywriter:

• be highly creative and imaginative, and curious about the brands that surround you and the trends and culture you live in.
  • be skilled in writing clear, concise and grammatically correct copy
  • understand the different language styles that are appropriate in various creative situations.
• have excellent interpersonal and communication skills
• work well in a team and with a range of creative people
• be able to work under pressure and manage workloads effectively
• be highly self-motivated and well organized
• be able to see other people's points of view and take on board feedback

It is important that creative copywriters maintain an interest in:

• commerce, popular culture, and new advertising trends and techniques
• why loyal customers buy certain products
• competitor activities and successful campaigns being delivered by other
agencies.

Entry to the creative department in an advertising agency is highly competitive so this internship is a rare opportunity to learn the copywriting craft from some the best and the brightest creative mentors in the field of advertising.

There are very few formal training schemes. Taking on unpaid placements and demonstrating skills is the most common route to getting hired full time when you graduate as a junior copywriter.

Agencies expect copywriters to present a 'book', or portfolio, of work that shows evidence of creativity and innovation. As an intern you'll have a rare opportunity to do just that: begin to build your own creative book that shows off the creative work you did on international brands while interning at The Lambesis Agency. An applicant's book or portfolio of work may be even more important to a creative person as their qualifications.