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701 Tillery Street, Ste 12
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Internship Fall 2019: Advertising & Marketing Communications Assistant

Arcadia Productions is a sister brand under the newly formed parent startup, Hand Craft Enterprises, LLC. The company is the brain child of Blake Barham Naleid, University of Texas Alumni, a graduate of both the Advertising School (1999) and RTF Intensive-Production-Sequence (2000). Each brand under the Hand Craft banner operates in the entertainment business sector and focuses on some form of narrative media production, distribution, or exhibition. Our premier production is the first in a series of theatrical short films. Written, directed and produced by Blake. Post-production winding down. Marketing has begun.

During the research & planning phase, you will interface directly with our director of communications as we develop our marketing plan to include fully researched audience profiles, a full creative strategy, and hand-crafted media plan tailored to our target audience. In the Execution phase, creative strategy in hand, we will support implementation of the advertising campaign you helped to create in coordination with heads of Production and Marketing Comm. You will assist in planning, creating and scheduling social media posts in order to push for success with specified media goals. In the post-campaign phase, you will assist with web data aggregation & analytics to measure campaign effectiveness.

The enthusiastic applicant should:

- Have a strong desire to understand how we connect, communicate and relate in an information-age, IT-centric society.
- Have experience with the creation of full advertising campaigns (campaigns class) and media planning that focuses on new-media / social-media.
- Be driven by the opportunity to be tightly integrated in the workflow of a full advertising campaign created from scratch.
- Be able to adapt relative to what you think you know: Think Outside the Box (Cliché? Read on)
- Understand: With rapidly changing media consumption habits, emergent thinking is more relevant than ever. You may wonder “why in the world did I study all that market system history in my *Advertising in Society* class”. Executing a real-world campaign is where we find that the road to success requires constant adaptation to increasingly competitive market forces (Ex: When I was in Media Planning class, the minimum impressions was 3...now it’s 9.) Social theory is subverted by complex social practices. Be ready to be wrong and then adapt!

Benefits/Compensation:

- Your primary benefit is receipt of relevant, real-world experience in community building; how to build an understanding of a contemporary western audience and the ever-evolving landscape of consumer media consumption habits. A stipend of \$250/Mo will offset transportation and meal costs.