



 **SPARK. INSPIRE. ENGAGE.**

DO YOU HAVE THE **DEVENEY SPARK?**

► ASSOCIATE PROGRAM

At DEVENEY, we are more than an ad agency, more than a PR firm. We are an engagement agency. As a DEVENEY Associate, candidates will gain an award-winning, practical understanding of our areas of expertise:



LifeCare



LifeStyle



Crisis



The Associate Program is a part-time position offered in 12-week periods each semester in public relations, digital and creative. Associates are paid hourly and given the option to receive course credit.

WHERE DO YOU **FIT IN?**

DIGITAL ASSOCIATE

Digital Associates have the opportunity to work on a variety of social media, web and email marketing projects. Candidates should have knowledge of social media publishing tools (for example, Hootsuite or Sprout Social) and website CMS platforms.

TASKS

- Producing content schedules
- Utilizing analytic platforms
- Scheduling social media for multiple accounts
- Drafting copy and creating imagery



CREATIVE ASSOCIATE

Creative Associates are involved in every step of the creative development process, from brainstorming to implementation. Creative Associates should be proficient in the entire Adobe Suite (Illustrator, Photoshop, InDesign).



TASKS

- Layout and design changes
- Resizing images and ads
- Concepting
- RFP development
- Creating unique artwork

PUBLIC RELATIONS ASSOCIATE

PR Associates at DEVENEY enjoy autonomy on project opportunities in planning and implementation of daily projects in the areas of LifeStyle, LifeCare and Crisis.

TASKS

- Building media lists
- Media pitching
- Developing content
- Industry research



INTERESTED? **LET'S MAKE IT HAPPEN.**

A degree in mass communication, marketing, digital marketing/communication, graphic design, advertising or related majors is required.

ARE YOU ELIGIBLE?

- ☐ GPA 3.0 or above
- ☐ Undergraduate juniors or seniors only
- ☐ Recent graduates may apply
- ☐ Availability for 20 hours/week
- ☐ Written and verbal communication skills
- ☐ Ability to manage and meet deadlines
- ☐ Knowledge of Microsoft Office programs (Word, Excel, PowerPoint, Outlook)

► SUMMER SCHOLAR PROGRAM

The DEVENEY Summer Scholar program is a unique opportunity to explore New Orleans and improve integrated marketing skills as a full time Associate from May to August. The chosen Summer Scholar should have skills in all areas of marketing including public relations, digital and creative.

A Summer Scholar gains hands-on experience in all aspects of marketing including:

- Branding
- Copywriting
- Graphic Design
- Account Management
- Strategic Planning

The prestigious candidate will receive a competitive honorarium, housing assistance and transportation to and from New Orleans.

TAKE THE NEXT STEP.
APPLY TODAY

*Send a cover letter, resume, writing
samples and/or portfolio samples to:
AssociateProgram@deveney.com*

www.deveney.com | 504.949.3999

