



Job Title: Assistant Analyst, Consulting Group - Intern

Duration: Full-time, 4-month contract term from October '11 – December '11 (Fall), January – April (Winter), or August, May – August (Summer)

Compensation: \$3200 honorarium (pro-rated) provided upon completion of the term

Location: Toronto, ON (CON-INTERN-T) or Ottawa, ON (CON-INTERN-O)

Reports to: Manager, Consulting Group

Application Deadline: ASAP

Website: www.trojanone.com

Overview

TrojanOne is offering an Assistant Analyst, Consulting Group internship. The TrojanOne Consulting Group is a specialized consulting division within the Integrated Brand Activation agency TrojanOne Ltd. The Consulting Group leverages its expertise in developing sponsorship, marketing and event strategies, working with Canada's largest properties and corporations in sport, cause and entertainment.

Job Purpose

The Assistant Analyst, Consulting Group will be responsible for providing the research and analysis to support the development of business plans, marketing strategy and plans, property conceptualization, sponsorship strategies, inventory development and proposals, and ROI evaluations.

This internship will provide you the opportunity to gain valuable industry experience and a chance to network and communicate with business professionals. Through networking and job shadowing the incumbent can expand on their employable skills, develop new techniques and learn valuable skills to succeed in a marketing environment.

Strategic Roles

- Research
- Analysis
- Strategy development
- Writing and editing
- Brainstorming

Job Duties and Tasks

- Participating in the development of comprehensive marketing, sponsorship and event strategies and corresponding implementation plans for both properties and corporations
- Identification, collection and analysis of pertinent data and information for the strategy
- Conducting competitive analysis and environmental benchmarking to form the basis of positioning and valuations
- Contributing to the development of SWOT analyses
- Attending regular meetings within the Consulting Group and the agency as a whole

- Completing and submit weekly timesheets on time
- Performing clerical and other duties in support of office and event operations e.g. copying materials, serving as receptionist, helping out at events, and picking up materials as required

Qualifications

- Passionate about marketing, brand activation and sponsorship
- Currently studying or have completed a MBA, Bachelor's degree, diploma and/or post-graduate certificate in commerce, marketing, and/or sponsorship
- 0-2 years of related experience
- Strong creative thinking and written communication skills

Competencies

- *Written & Verbal Communication:* Strong written and oral presentation skills. Express clearly, listen actively and understand others well in a group setting.
- *Commitment to Quality:* Ensure work is done correctly, completely, and within a set deadline. Documents must be detailed and professional.
- *Willingness to Learn:* Demonstrate a strong desire to work with and learn from a variety of different people within the organization.
- *Team Work:* Develop and maintain positive working relationship with all employees.
- *Computer Skills:* Must be proficient in using PowerPoint, Word, Excel, Internet and email (experience using Mac OS X and Keynote an asset)

How to Apply

Send your cover letter, resume, and school transcripts (unofficial permitted) ASAP to resumes@trojanone.com referencing **CON-INTERN-T** or **CON-INTERN-O** in the subject line of your email.

TrojanOne is an equal opportunity employer. Please be advised that only successful applicants will be contacted.