

# RABBLE ROOKS



RABBLE+ROUSER CREATIVE INTERNSHIP

Program Overview

Job Descriptions

Internship Application

# [+] RABBLE ROOKS

## program overview

### THE PROGRAM

The all-holy internship. They're tough to get (true), stressful to apply for (truer) and for those of you who snag a good one, they're where you first dip your toe into the sea of creative exploration. No, make that the ocean. No more kiddie pools and floaties—this is the real deal. In advertising, you either sink or swim and we're looking for our next team of creative interns—one copywriter and one art director—to dive in and freestyle their way to the gold.

### THE GOALS

Rabble Rooks is not your average creative internship. At rabble+rouser, we believe that in order to get the most rewarding experience, interns should actually do the work. Shocking, we know. But as a Rabble Rook, you won't be spending your days twiddling your thumbs or scrubbing our office floors with a toothbrush. You'll be working on the same projects as our senior creative team, building your portfolio, learning about agency roles, performing presentations and building your own brand. Oh, and you'll also be enjoying yourself and you may never want to leave.

### EXPECTATIONS

Our creative interns are expected to perform at the same level as entry-level employees. Now, don't panic. We don't expect you to have agency experience or know exactly what you're doing, but we do want you to be ready and willing to learn. Ask questions. Be curious. And most of all, be hungry for it. Your time in Rabble Rooks will involve:

- Shadowing creative team members.
- Doing it and doing it and doing it well: You'll work on current rabble+rouser projects, plus spec work for your books.
- Monthly portfolio meetings with our senior creative team to review what you've been working on and get feedback on your book's progress.
- Training sessions with various team members to learn about the different roles that make the agency wheels turn—from mobile app developers and new business managers to producers and account executives.
- A semester-long campaign project that will be formally presented to our senior team at the end of your internship.
- "My Brand": This portion of the program will challenge you to get personal and focus on yourself as a brand. You will develop and present your personal brand to our creative team toward the middle of your internship. There are no rules, no guidelines and no limits on how you do it. Just be creative and tell us who you are. M'kay?

### COMPENSATION

Rooks must be students currently enrolled in a degree in creative advertising or marketing. You will receive credit and be compensated \$1500 for the semester. This monetary compensation will be awarded as a \$750 stipend at your halfway mark, and the remaining \$750 at the end of your internship.

Each internship session, we hire a copywriter and an art director. You can apply as a team if you already have a strong partnership with someone, or you can apply as an individual and we will match you up if you're selected.

The boring stuff is that you must be currently enrolled in a creative advertising or marketing degree program and be ready to further your education and experience in the field. The fun stuff is that you must be a strong, creative thinker who is ready to jump headfirst into any challenge you are given. You have to be sharp (smart sharp, not knife sharp), motivated (self motivated, not motivated by fear), a little crazy (good crazy, not crazy crazy), and be a damn fine creative.

## COPYWRITER

You should be easy to work with, as you will be doing pretty much everything with your partner, and have a mind that can rattle off some of the most off-the-wall creative ideas you've ever heard. But here's the kicker: Those ideas need to have a strategy behind them. At rabble+rouser, we believe that creative without strategy is no creative at all. So you best know how to use both. Also, you should be able to think both offline and online. Websites, banners, social media, print ads, television, radio, billboards, the whole lot.

## ART DIRECTOR

You should be a friend to all, whether you're dealing with your creative director, partner, account executive, pet panda, sibling, pizza delivery guy, or yourself. You have to be a visual thinker with a knack for beautiful design (particularly on the web). We have a lot of online business at rabble+rouser, and you'll be in a prime position to pounce on any of it that you want to try your hand at. You should be a strategic thinker and know your way around Photoshop, InDesign and Illustrator.

## BOTH OF YOU

- Cooperative and fun to work with
- Organized and responsive
- Sensitive to deadlines
- Able to multi-task effectively
- Team player
- Ready to learn
- Awesome

# [+] RABBLE ROOKS

fall 2011 internship application

**If you've read our program overview and job description sheets and think you have what it takes to be a Rabble Rook, we can't wait to hear from you.**

1 Tell us a little about yourself.

Name \_\_\_\_\_

Position (select one)  COPWRITER or  ART DIRECTOR

Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Year In School  F  S  J  S

Major \_\_\_\_\_ GPA \_\_\_\_\_

Are you applying as a  TEAM\* or  INDIVIDUAL

\*If applying as a team, please send applications together.

2 Tell us why we should hire you over anyone else. (75 words or less)

3 Tell us a story. (10 words or less)

4 Create a print ad for The Weber Summit® S-670™ gas grill. Find grill details online at [http://weber.com/explore/Grill\\_details.aspx?glid=3&mid=20](http://weber.com/explore/Grill_details.aspx?glid=3&mid=20). These instructions are vague for a reason. Just show us what you've got and include a PDF of your ad with this application.

5 Send your completed application, plus any additional portfolio samples you'd like to include, to [ebosik@rabbleandrouser.com](mailto:ebosik@rabbleandrouser.com) on or before May 20, 2011. You can also mail your entry to:

Erin Bosik  
rabble+rouser  
3401 Blake St.  
Denver, CO 80205

*Applications must be received (not just postmarked) on or before May 20, 2011.*

**Chosen interns will be informed on or before June 1, 2011 for the 2011 fall semester. If you are selected, we will create an internship schedule that works for you, your partner and the rabble+rouser team.**