



Branding & Design Internship, ABC Family - Burbank, CA - Fall 2014

Job Description:

Imagine a career with an organization that brings smiles to millions every day. Imagine working with people whose passion for what they do is simply indescribable. We are The Walt Disney Company, live with a rich legacy of innovation, entertainment, and lifelong memories. With our vast array of both businesses and professionals, you'll have the opportunity to join a team that's beloved around the world, and to find out how it feels to love what you do. We invite you to discover for yourself why a career with Disney is the opportunity you've been looking for.

The Disney / ABC Television Group is one of today's premier media entertainment companies, combining high-quality content with strategic use of technology to deliver compelling news and entertainment viewing experiences to hundreds of millions of people around the world. Our employees are leading, creating, and innovating, making bold moves in unexpected directions that redefine not just what a media company does, but what it can do. At the Disney / ABC Television Group, you can be part of media's evolution, helping us create what's next.

For more information or to apply, go to: <https://sjobs.brassring.com/tgwebhost/jobdetails>

ABC Family is distributed in over 97 million homes and features programming reflecting today's families, entertaining and connecting with adults through relatable programming about today's relationships – told with a mix of diversity, passion, humor and heart. ABC Family's programming is a combination of network-defining original series and original movies, quality acquired series and blockbuster theatricals. ABC Family's ambitious slate of original programming includes "The Secret Life of the American Teenager," "Pretty Little Liars," "Switched at Birth," "Melissa & Joey," "The Lying Game," "Make It or Break It." "Jane By Design".

Responsibilities:

The Marketing & Creative team at ABC Family develops marketing strategies and tactics to reach our millennial audience wherever they are. The group develops all ABC Family marketing & creative development, paid advertising campaigns and manages the network's social media platforms. The team also manages premiums, event marketing, cause marketing and partnership marketing initiatives to maximize the exposure for the network's priorities.

This internship will work closely with our in-house team to produce off-air graphics such as print collateral, premiums and social media assets.

Responsibilities include, but are not limited to:

- Produce graphic design and production elements for off-air (print/digital/social) marketing campaigns.
- Assist other team members to support campaign deliveries.
- Brainstorm with team members; assist in creative concept development for new solutions in the digital/social space.

- Partner with team members to conduct competitive network research.
- Help in the ideation for marketing premiums.

Basic Qualifications:

- All students must be eligible to work in the US
- All students must be at least 18 years old
- You must currently be enrolled in an accredited college or university and taking at least one class – OR – be a recent graduate of an accredited college or university within the last six (6) months - OR - be currently participating in the Disney College Program, Disney Culinary Program or Disney Professional Internship Program in order to qualify for this internship.
- All students must be available to work full time (40 hours/week) and must provide their own housing and transportation for the duration of the internship
- All students must have a strong proficiency with Microsoft Excel and PowerPoint
- All students must be proficient with Microsoft Office
- All students must be proficient with the Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Strong Grasp of social media outlets (Facebook, Twitter, Tumbler, Instagram, Pinterest etc.)

Preferred Qualifications:

- Undergraduate students in their Junior or Senior year
- Cumulative GPA of 3.0 or higher
- Previous internship experience within a related field
- Working knowledge of Keynote and/or PowerPoint

Application Procedures:

Where Possible, submit an online portfolio/Website showcasing work, via a link on your resume. A cover letter is **not** required, but preferred. The cover letter should contain your professional areas of interest, experience and how you would benefit from an internship with The Disney ABC Television Group.

The deadline to apply for this internship is **July 14, 2014**

We are an Equal Opportunity Employer - Female/Minority/Veteran/Disability