

# SYNERGY INTERN – WORKING ACROSS THE COMMUNICATIONS, PRODUCTION & CAMPAIGNS DIVISIONS

## THE ROLE

As a Synergy Intern, you will have an enthusiastic approach and come armed with a 'can do' attitude. You'll be dynamic, working well as part of a team and under pressure. You will be a proactive person with a creative nature who possesses a keen eye for detail.

We will require you to get involved across numerous Synergy Divisions and account teams and therefore no one day will be the same. For the Communications team, you will be helping to tell compelling brand stories through film, photography, editorial and much more. For the Production division, you will support the wider team in the delivery of a range of events and will manage suppliers and contractors. For the campaigns team, you will take ownership of essential administrative tasks and support the account teams with best-in-class client servicing.

Ultimately you are motivated, creative and will thrive working in a fast-paced agency. You can prioritise tasks and be highly organized whilst eager to learn new skills. You have the ability to work both independently and under supervision once objectives have been set.

## ABOUT YOU

You are enthusiastic, dynamic and full of energy. You have a desire to learn about all areas of the business and a strong willingness to develop your skills during your time here. You work well in teams and under pressure. You can coordinate multiple workstreams between suppliers and internal teams to facilitate the smooth delivery of our campaigns. Most importantly you have a passion for sports and entertainment marketing, follow new trends in our industry and can provide the agency with a viewpoint on youth culture. You will happily roll your sleeves up and get involved in everything you're asked to do.

## KEY RESPONSIBILITIES

**Core role:** Support the Synergy Comms, Campaigns and Production divisions as an invaluable resource from administration to ideation and campaign delivery. Monitor the media, including newspapers, magazines, journals and social media platforms for clients and become experienced in producing essential documentation such as client reports and coverage books. Help with the successful delivery of client events by working with suppliers and stakeholders. Work with our account teams to produce essential event and campaign documents.



**Account management:** Experience on Microsoft Office (PowerPoint, Excel, Word). Excellent grammar, writing and proof reading ability. Strong administrative and organisational skills. Support with the weekly reporting on your accounts and be proactive with capturing notes and actions and sharing them with the team.

**Creativity:** Actively participate in creative brainstorming and always go the extra mile to take our work from good to great.

**Synergy:** Understand the basics of sponsorship/sports marketing. Be an expert on your client's brand and competitors, share relevant news. Represent Synergy in a professional manner at all times and participate in agency culture and showing the Synergy values.

## ABOUT US

Synergy is a sports and entertainment marketing agency which works worldwide from London and New York.

We have over 20 current clients including Accenture, Under Armour, BMW, Bose, BP, Just Eat, Mitsubishi and Aberdeen Standard Investments.

We believe in the power of passion-powered marketing. From football to film, from techno to technology we understand what people love and we use this to create campaigns that achieve greater impact, faster.

We are always-on – tapped into sport, music and culture. We have a simple ambition: to create the world's most inspiring, innovative and effective sports and entertainment marketing.

We are built to tell our clients' stories through all the channels that their audiences use and in whatever format that will resonate with them most effectively. From films to photos, animations to editorial, experiential to influencers, our campaigns are designed to prompt action and change behaviour.

We are PR specialists, event producers, community managers, content planners, filmmakers, measurement geeks, strategic thinkers and red-hot project managers, with creativity and collaboration the key things that bind us.

We welcome diverse thinking – it is critical to our creative culture. No one is as creative as all of us. Creativity is the glue that binds us and ideas come from everyone in the business. Every day we ask ourselves, how could this be even better? We have been making and breaking the rules since 1984 and we're still at the cutting edge of innovation and creativity.

Synergy is part of Engine, one of the world's biggest independent communications agencies. Engine employs over 2,500 staff worldwide with hubs in London, Los Angeles, New York and Hong Kong. Within Engine there are 15 businesses providing our clients with best-in-class communications expertise covering everything from PR to CRM. Our unique structure and culture has also meant that we've featured in The Sunday Times Best Company To Work For Top 100 seven years in a row.



We are an inclusive employer which strives to ensure our team all have a work/life balance that supports an individual's personal and professional needs. It is often thought that a Flexible Working request should only focus on part-time working i.e. a reduction of hours, but at Synergy, we encourage our staff to really think about what working pattern would work best for them, their teams and client service delivery, to ensure we have the best working patterns in place for all.

But, it's not only about work/life balance, we are also focused on improving the diversity of our workforce through Engine-wide initiatives of 'Better with Balance 2020' which aspires to have a 50:50 gender split across our senior teams, and our partnerships with 'Creative Equals' and BAME2020. All of these initiatives demonstrate our clear commitment to improve the diversity of our team and we actively encourage our team to get behind them.

### **SYNERGY'S CORE VALUES**

- BE CURIOUS
- BACK YOURSELF
- HELP EACH OTHER
- HAVE FUN
- MAKE US BETTER