

## IBA Advertising Internship – “Jumpstart”

Duration:  
3 to 6 months

Type of internship:  
Paid program (commissions)

In brief:  
Sales and advertising activities.

Available to:  
Undergraduate and graduate students. The candidate must be majoring in marketing, management, business economics or communications.

### Description:

IBA give the opportunity to students to become sales people and to get paid 20% of each member they attract, as well as 10% annually thereafter.

The interns will sell also ads on the sites of IBA and Elisium business magazine (printed and online). For these activities, the interns receive materials and trainings.

Position title:  
**Advertising Assistant**

Working hours per week:  
Min. 8 hours

### Global requirements:

- Communication skills
- Teamwork and collaboration
- Problem-solving skills
- Personal time management skills
- Interpersonal effectiveness
- Computer/technical literacy
- Initiative
- Learning skills
- Adaptability
- Research and Analysis skills
- English proficiency

### Key skills:

- Excellent communication skills
- The intern must be familiar with the 15 basic sales rules (please see below)
- Good knowledge of the entire package Microsoft office
- Thinking outside-the-box

### Basic sales rules

1. Understand what the buyer wants
2. Sell in a buyer-responsive manner
3. Use psychology to engage the buyer
4. Establish trust with the buyer
5. Communicate succinctly
6. Act on what the customer is saying
7. Demonstrate subject matter expertise
8. Help (as opposed to close) their prospects
9. Tell really compelling stories
10. Are socially active with target buyers
11. Personalize their interactions
12. Use a variety of marketing skills
13. Help prospects achieve next steps
14. Effectively close a deal
15. Tie daily activities to quota achievement

### Interns benefits

- Initial experience in the field that interests the interns professionally.
- Teamwork at an international level.
- Acquiring experience in a multicultural environment.
- Initial training for the selected position – 3 hours with professional of the team.
- During the internship, all interns are supervised by a professional in the field.
- Opportunity to practice communication and teamwork skills.
- Opportunity to generate funds and maintain direct contact with business clients for an extended period of time.
- Provide evidence that you have initiative, are reliable, and have a sense of responsibility
- Apply some of the ideas learned in school and provide a bridge between school and the professional world.
- Meet new people and practice networking skills while establishing a network of professional contacts, mentors, and references.
- Create an advantage over other job or graduate school applicants.
- Potential for a full time job offer at the end of the internship based on your performance.

Application details:  
First stage: CV and Cover letter  
Second stage: Interview

Contact person:  
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