



Bright Ideas Group

Bright people. Bright ideas



Public Relations Associate

Work in a team of 4-5 associates to refine and execute an insights-based and results-driven on-campus marketing strategy for our current client.

Responsibilities:

- Develop innovative, compelling, and critically analyzed solutions to client problems
- Plan and take ownership for the execution of various marketing programs
- Adhere to the work process as outlined by the team executive
- Collect feedback from marketing initiatives and make improvements

Requirements:

- Superior analytical and organizational skills
- Confidence and professionalism in interacting business clients
- Results-driven and strong work ethic
- Service and/or sales experience in a professional setting is important
- Availability over the summer is a key asset!

New Business Development Manager

The NBD Manager is the executive responsible for marketing the organization to prospective clients and securing new accounts. This person reports directly into the President.

Responsibilities:

- Cold-calling prospective clients on behalf of B!G
- Developing communication and info packages to send to prospective clients
- Arranging business development meetings with the President and prospective clients
- Meeting regularly with other B!G executives to plan strategic direction
- Developing expert knowledge and insight in the industry of the client's account
- Leveraging the skills of each functional team for the client
- Coordinating account handoff to Vice-President, Group Account Director, and Team Executives

Requirements:

- Sales and/or client-facing work experience necessary
- Leadership experience not necessary but a plus
- Confidence and professionalism in interacting with current and prospective clients.
- Ease of working in autonomous conditions
- Availability over the summer is a key asset!

Group Account Director

The Group Account Director is the executive responsible for coordinating the operations of one client account across the organization's functional teams. This person reports directly into the President.

Responsibilities:

- Meet regularly with Executives to coordinate operations for the specific account
- Develop expert knowledge and insight in the industry of the client's account
- Strengthen and expand relationships with key clients
- Attend all client meetings and being the primary point of contact (shared with President)
- Identify and implement opportunities to leverage the skills of each functional team for the client

Requirements:

- Demonstrated creative insight in marketing
- Leadership experience not necessary but a plus
- Superior analytical and organizational skills
- Confidence and professionalism in interacting with current and prospective clients.
- Client-facing or sales experience not necessary, but a plus
- Availability over the summer is a key asset!

Research & Analysis Executive

Work in a team with 8-10 associates to execute thorough research and insightful analysis to meet client specifications, while surpassing client expectations. This person reports into the Vice-President.

Responsibilities:

- Help develop innovative, compelling, and critically analyzed marketing solutions
- Ensure that associates adhere to deadlines and meet required objectives
- Facilitate brainstorming and strategic advisory sessions
- Provide constructive criticism to associates to help improve individual performance
- Create agendas and ensure meetings are productive
- Regularly share learnings and important directives from executive and client meetings
- Delegate responsibilities to associates
- Work cooperatively with other B!G departments and the Advisory Committee

Requirements:

- Superior analytical skills as demonstrated by strong academic performance
- Demonstrated professionalism and leadership capabilities
- Experience with diverse research and analysis methodologies
- Results-orientation and ability to frame solutions based on cost/benefit analysis
- Mastery of Microsoft Excel and/or other analytics software
- Specialization in marketing an asset

Human Resources Manager

The Human Resources Manager is the executive responsible for the internal and personnel functions of the Bright Ideas Group. This person reports directly into the President.

Responsibilities:

- Ensure that B!G associates are updated on all organizational developments
- Be a confidante to associates and executives as concerns interpersonal and organizational issues
- Book rooms and arrange catering for meetings, as necessary
- Take minutes at general and client meetings and email it to all associates
- Purchase all necessary supplies for general and client meetings
- Assist in the administration of the fall and winter recruitment process
- Administer associate and club evaluations, ensuring confidential collection of information
- Work with other executives to organize social events and field trips

Requirements:

- Effective communication skills via email, telephone and in face-to-face settings
- Comfortable with the administration and handling of associate and club evaluations
- High degree of organization and reliability
- Approachable and sociable personality
- Availability over the summer is a key asset!

Advertising Design Executive

The Advertising and Design Executive oversees B!G's creative services team. This team produces marketing communications for both B!G and our clients. This person reports into the Vice-President.

Responsibilities:

- Solidify the B!G brand by leading team of associates to develop promotional materials
- Work with the IT Director to assist in the development and maintenance of the club website
- Develop a consistent style for BIG reports and presentations
- Lead team in the design of marketing communication solutions to meet client needs
- Facilitate group meetings for brainstorming and work delegation
- Ensure members meet the appropriate deadlines, objectives and outputs

Requirements:

- Demonstrated creative marketing insights, professionalism and leadership capabilities
- Drawing and computer-aided graphic design abilities are a must
- Experience in Photoshop, Illustrator, Shockwave and/or other design software
- Availability over the summer is a key asset!
(Please include a sample of your work with cover letter and resume)