



The BrandLab Overview

Mission

To create opportunities in the marketing industry for students with diverse cultural and socioeconomic backgrounds.

Program Description

We believe it's our responsibility to help others reach their full creative potential. Through hands-on and experiential learning we help develop the skills and open the doors for students to succeed in marketing and advertising.

Experiential Learning

Students create ad campaign strategies while writing and producing TV, print or web ads. Volunteers from the industry provide in-class mentorship as well as guest speakers to support the teachers. Students experience the real world of this business through field trips to some of the most reputable corporations, agencies and media outlets in the Twin Cities.

Additional Support

Equally important, after building awareness that these opportunities exist, The BrandLab mission is brought one-step closer by providing scholarships and internships for students inspired to learn more.

Internships

Students are eligible to apply for a summer internship where they apply their knowledge gained from the program to real-life experiences and build practical working skills.

Scholarships

Upon completion of the The BrandLab course, students are eligible to apply for a scholarship to be used towards any accredited post-secondary school. At least two \$1,000 scholarships will be dedicated to each BrandLab classroom. Students must meet the eligibility requirements for the financial award.

Alumni: BrandLab Connect

Each student of The BrandLab becomes an alumnus once they've completed the course. The Alumni program continues the relationship with the volunteers, instructors and staff of The BrandLab. Whether students need guidance on college, careers or personal support, The BrandLab network is there.

How The BrandLab Works In High Schools

The BrandLab approach is to make this program a great experience for students and for the schools. Too many times, well-intentioned ideas create more work for already stretched teachers and administrators. We have learned much over the first years of this program and are continually refining to make it more effective for students and teachers.

Complete Curriculum & Classroom Support

Teachers can shape the core curriculum as they see fit. In addition to the established lesson plan, The BrandLab supports this program with paid instructors from the industry to support the teacher, coordinate guest speakers, field trips, etc. And finally, volunteers are also provided to serve as in-class mentors and offer additional coaching and assessment throughout the curriculum and projects.

The intent of The BrandLab is to offer a simple curriculum with the appropriate support to assure ease of implementation. That support sometimes comes in the form of classroom tools such as computer hardware, software and training. All extra costs associated with this curriculum (such as bus transportation for field trips) are covered within a BrandLab expense budget for each class. We strive to make The BrandLab work for School Administrators and Teachers because it must work for them to work well for students.

The BrandLab Connect Director: Job Description

The BrandLab seeks a dynamic and creative professional for the part time position of The BrandLab Connect Director. The director is responsible for igniting and inspiring an alumni community through events, programs, social network sites and one on one mentoring.

The ideal candidate will have a strong work ethic, experience working with diverse constituencies, attention to organizational planning and detail, demonstrated ability to mentor and engage youth and successful experience working with communities of color.

Required Qualifications: Bachelor's degree; proven leadership skills; ability to manage multiple priorities; demonstrated team-building skills and evidenced ability to work as a member of a team; excellent written, oral and interpersonal skills; computer proficiency. Must be a proactive, creative problem solver, innovative, a customer service orientation, and the ability to exercise a high degree of diplomacy, discretion and collaboration.

Preferred Qualifications: Strong preference given to candidates with coaching and social marketing experience.

To Apply: Submit a letter of application, resume, two professional references to Ellen Walthour, Executive Director ewalthour@thebrandlab.org

Submission Deadline: February 10, 2012