

TARGET x COLLE MCVOY x KNOCK + THE BRANDLAB

Are you a passionate, creative problem solver wanting to break into the industry? The BrandLab can accelerate that passion with an exciting new opportunity to learn from industry leaders in advertising and marketing who are committed to empowering your career. LabFellows Fellowship Program bridges the gap from post-secondary education to a sustainable career in the marketing and advertising industry.

Apply to our 2022 LabFellows Program below!

What is the LabFellow program?

This opportunity is an eight-month immersive, paid fellowship opportunity. Six fellows will work with three world-class partners—Target, Colle McVoy, and KNOCK—to gain experience in the advertising and marketing industry. We are looking for fellows with account management, design and writing experience to support the Target Experience Marketing (SEM). Fellows will gain real-world experience while working on live projects. They will have 360 degrees of support from both agency and client side. They will have the ability to build long-lasting relationships and cultivate their skills. This role is a full-time hybrid position.

Program qualifications:

- College senior or recent graduate
- Talent who identify as Indigenous, Black, Brown, AAPI, Hispanic/Latinx
- Minnesota is your primary residence
- Ability to work remotely

What will you be doing?

This role supporting Target Store Experience Marketing (SEM) provides an opportunity to help shape consumers' holistic experiences by connecting guests to our brand and influencing how they engage, shop and buy. You'll support and drive the development of in-store marketing strategies and concepts that consistently deliver inspirational, easy and undeniably Target shopping experiences for our guests.

Roles and Responsibilities:

Account:

- Initiate and execute various projects
- Contribute to the accurate definition of project scope, estimates and timelines
- Intake client feedback and translate back to the team
- Review all work internally from a strategic perspective before sending it to the client

Design:

- Develop concepts and collaborate with copywriters and other creatives to produce standout work
- Assist with monitoring all assigned projects and follow through on all phases of production
- Present ideas and work to your team and/or senior creative personnel
- Remain current on industry trends and technology

Writer:

- Develop creative concepts and copy for a wide range of initiatives
- Work with team members specializing in visualization to ensure copy and visuals support each other
- Write short and long format copy as appropriate to meet projects marketing and communications objectives

Hard & Soft Skills needed:

Account:

- Eager, inquisitive, works well with others
- Time management, accountability, and strong communication skills are a must
- Great at organizing and synthesizing details to provide clarity
- Passionate about retail and experiential design
- Proficient in Microsoft Word, Excel, PowerPoint and Outlook
- Interested in account and project management roles and building relationships

Design:

- Fluent in Adobe InDesign, Illustrator, and Photoshop
- Time management, accountability and collaboration skills are a must
- Interested in art direction and design photography, illustration, typography and interactive media is a plus
- Excellent organizational skills and attention to detail
- Passionate about retail and experiential design
- Understanding the printing process (colors, specs)
- Ability to work independently or as part of a team
- Ability to gracefully multi-task, juggle multiple projects at one time, and meet tight deadlines

Writer:

- Solid skill set in writing persuasive, informative and directional copy
- Time management, accountability and collaboration skills are a must
- Excellent organizational skills and attention to detail
- Passionate about retail and experiential design
- Ability to work independently or as part of a team
- Ability to gracefully multi-task, juggle multiple projects at one time, and meet tight deadlines
- Strong cognitive skills - including problem-solving, decision making and synthesis
- Ability to decipher audience needs based on provided information is a plus
- Establish tone and copy style to reflect brand positioning appropriately

What companies will you work with?

TARGET x COLLE MCVOY x KNOCK

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This partnership aims to leverage the collective power of local agencies, Target and The BrandLab to build pathways and opportunities to support and cultivate our BIPOC talent to ultimately increase hiring and retention in the industry.