**BRAND MANAGEMENT**

1 Position

As a Brand Management Intern with Altria, you’ll have an opportunity to make a meaningful impact on a Fortune 200 company. During our 12 week, paid summer program, you’ll experience on-the-job-training, access to mentors, planned social events with other Altria interns, and educational opportunities. You’ll be challenged and empowered to work on some or all of the following, depending on business need:

* Executing promotional plans, product, packaging, and point of sale materials
* Participating in direction to agency and cross-functional partners on projects
* Reviewing business/program results and making recommendations for future plans
* Analyzing competitive marketplace trends and preparing responses

The intern will own a project in one of the following areas:

* **Development of consumer promotions**
* **New product launches**
* **Execution of promotional plans**
* **Packaging design**
* **Development of point-of-sale materials**
* **Direct mail campaigns**
* **Online marketing campaigns**
* **Event/experiential marketing**

Successful candidates must be able to:

* **Lead**- Interns will own their projects and are expected to demonstrate professionalism and the maturity to actively engage with managers and provide real guidance to a team as well as coordinate meetings with key stakeholders
* **Think Strategically** - Interns must be able to think strategically, demonstrating curiosity and anticipate change
* **Analyze Data** - Interns must be able to analyze and synthesize financial, statistical, and research data and provide insights into consumer behavior utilizing critical thinking skills and diversity of thought
* **Initiate** - Interns are expected to be self-starters and demonstrate creativity and passion in initiating actions to ensure projects move forward
* **Multi-task-**  Interns must be able to execute multiple projects tasks simultaneously
* **Communicate** - Interns must be able to effectively communicate to influence others
* **Work in Teams** - Interns must be flexible, willing to learn new processes and procedures, and adjust to ensure both team and individual goals are met

Interns will document project work in a formal presentation to Senior Management at the conclusion of the term.

Qualifications:

* Minimum GPA of 3.0
* Business, marketing, economics major
* Highly proficient in Microsoft Office Products
* Project management skills
* Prior work/internship/leadership experience