

STRATEGY INTERNSHIP

Uncle Grey's Copenhagen office is looking for an ambitious strategy intern, who is plugged in with current trends, isn't afraid of a challenge and who loves strategic communications as much as Kanye loves himself.

ABOUT THE JOB

As an intern at Uncle Grey, you won't spend your time making coffee or taking notes. We see our interns as an important resource at the same level as full-time colleagues

Here's some of the things you'll be doing:

- Assist in the development of branding and communication strategies
- Qualitative research (research design, data collections, and data analysis)
- Competitor analysis
- Segmentation
- Trendspotting and research on consumer trends
- Assisting in case writing and measuring advertising effectiveness

YOUR QUALIFICATIONS

You are currently studying a Bachelor's or Master's degree, most likely within the field of marketing, branding, communications, sociology or psychology, but really we don't mind too much what you are studying; the most important thing is that you have a keen interest in advertising and a thorough understanding of consumer behaviour and branding.

We expect you to:

- Have a solid understanding of both qualitative and quantitative research methods, ideally with some practical experience
- Have a flair for writing and a meticulous ability to express yourself concisely
- Speak and write English fluently (Danish is a big plus)
- Have a good understanding of social media
- Be part of a socially active and dynamic work environment
- Be pro-active, always willing to go the extra mile and not be afraid to step up

ABOUT US

We're a creatively driven agency who work happily across a wide range of disciplines. We live and breathe the Grey mantra of "Famously Effective", where we take great pride in making our clients famous and our work effective.

THE DETAILS

The internship is unpaid, so we always make sure that the experiences and skills you gain during your internship more than make up for that. We have an acute focus on making sure that your

UNCLE GREY

internship will give you the competencies, social connections and knowledge needed to pursue a career in advertising.

You will be provided with a Mac laptop along with an iPhone (and contract that Uncle Grey will pay throughout the internship) along with free lunch from our amazing chef Eric who is said to be the best chef in town.

We expect you to be able to work 3-5 days a week and the internship period will be 4 months (minimum). The internship will run from September 2018. The internship will be based in our Copenhagen office, but may require you spend some time in the Aarhus office from time to time (all expenses paid).

If this seems like the job for you please do not hesitate to contact Hannah Portner at hannah.portner@grey.com. If you have any questions please do not hesitate to call give Hannah a call on +45 31776553.

UNCLE GREY