

Date: July 31, 2009

Availability:

- Fall 2009; Part or Full time depending upon schedule
- Spring 2010; Part or Full time depending upon schedule

Organization:

Winter Street Architects, Inc.
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Salem, MA 01970
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Contact:

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Company Description:**Architecture, Design and Strategy Firm**

Winter Street Architects is an innovative, award winning Architecture, Interior Design and Strategy firm located in Salem, Massachusetts. A blended company of architects, designers, change agents, and synthesizers, Winter Street features a talented studio of designers and seasoned Principal leadership with diverse personal and professional backgrounds. Integrating their talents, skills and experience deepens our innovation, multiplies our design expertise and broadens our market reach.

Dedicated to our founding qualities of design excellence, innovation, and collaborative relationships, Winter Street Architect's success has been due to our commitment in providing attentive and responsive service. Treating each client as a partner, we provide innovative strategic thinking and promote human-centered design that's good for the environment and the bottomline. Our wide spectrum of projects range from high-end corporate interiors in downtown Boston to net-zero energy datacenters around the globe.

Origins

Winter Street Architects was established in 1987 by Mark Meche and Paul Durand with a commitment to deliver great design. Twenty-two years later Winter Street retains its first client and is consistently named one of Boston Business Journal's Top 25 Interior Design Firms. Through the years, our ability to see opportunity where others see challenges, has enabled Winter Street to earn a diverse portfolio of quality work that ranges from fire stations and higher education facilities, to data centers and progressive corporate environments.

Learn more about Winter Street Architects here:

Blog: <http://winterstreetarchitects.wordpress.com/>
Facebook: <http://www.facebook.com/pages/Salem-MA/Winter-Street-Architects/33786671329>
Twitter: http://www.twitter.com/Winter_Street

Internship Description:**Professional Services Marketing for the Design Industry**

Massachusetts is a global leader in design innovation and the sector proves to be a powerful economic engine, contributing more than \$3 Billion to the local economy – larger than the share of biotech and manufacturing. Consequently, competition in the Architecture and Interior Design industry throughout New England is at an all time high, as private companies pull back capital spending and institutions are looking for ways to do more with less.

As a marketing intern with an interest in the business of design, you'll learn the essentials for professional services marketing and relationship management in this competitive but rewarding industry. Gain direct hands-on experience with lead generation, target marketing and strategy while developing an understanding of the marketing and business development fundamentals that support the design industry. This role requires strong interpersonal, organizational, and communication skills. A high attention to detail and skilled multitasking is essential.

Marketing Intern Responsibilities

As a poised, energetic individual with renaissance capabilities you will be responsible for supporting multiple aspects of marketing and business development within our thriving architecture and interior design firm, including:

- Proposal Production / Coordination
- Presentation Production / Coordination
- Lead Generation Support / Target Marketing
- New Collateral Development
- Social Media Marketing
- Website Support
- Marketing Analytics
- Public Relations Support

Qualifications

- Interest in the business of the design and creative industries
- Strong Verbal , Written and Visual Communication Skills
- Ability to work independently and complete assigned tasks within identified time frames
- Basic Desktop Publishing and Graphic Design skills (e.g.: Microsoft Publisher and Powerpoint, Adobe Photoshop, Dreamweaver a plus)
- Positive attitude, flexibility and problem solving mentality
- Strong attention to detail

Pay or Stipend: Non-paid , for college credit only

If interested, please email resume and cover letter to:
Allison Brooks; abrooks@wsarchitects.com