



2009 Internship Program at Marketing Breakthroughs

The purpose of this note is to describe and outline the 2009 Internship Program at Marketing Breakthroughs.

A - Introduction

In 2009, Marketing Breakthroughs celebrates its 14th year in business. During the past three years, the Company has experienced unprecedented growth and prosperity. Setting a goal of doubling in size 16 months ago, MB grew by 50% in 2008, and is expected to grow another 25% in 2009 and a further 25% in 2010.

The driving force behind this success is the marketing of the Company and its focus as a "one stop solution" provider to mid-sized, private sector owner- managed businesses. MB offers these clients the opportunity to access a highly creative, cutting edge, conventional and online marketing and advertising team, unlike any other in Ottawa.

MB's value system and culture reflects the many diverse owner-managed clients it serves. The Company is built for speed, flexibility and affordability. It also offers clients a deep commitment to service and creative excellence and is quickly building a reputation as one of the best employers to work for in Ottawa.

During the past three years, MB has carefully built its employer brand and its uniqueness as an employer. The fuel behind the Company's growth has been its ability to attract and retain a team of highly motivated professionals - marketing professionals, new media writers, project managers, web designers, search engine marketing specialists, graphic designers, illustrators, event planners, video producers and editors, media buyers and public relations specialists, and web marketing/social networking specialists.

The Company's employer brand is profiled in the Careers section on its web site - please visit <http://www.marketingbreakthroughs.com/marketing-careers.asp>

The home page of MB's site features a new video, which brings the MB employer brand to life on the web.

As a result of its growth and market positioning, MB offers internships to the very best up and coming talent in Ottawa.



B - Qualifications for 2009 Internship Program

In 2008, the Company began an exciting new program for interns wishing to pursue careers in our industry, as well as with MB. This program worked so well (two 2008 interns are now permanent staffers with the Company), we have decided to expand the program for 2009.

Our 2009 internship program is designed specifically for college and university graduates from the following disciplines:

- Journalism
- English
- Philosophy
- Fine Arts
- Communications
- Project Management
- Advertising
- Marketing
- Web and Multimedia Design
- Public Relations
- Graphic Design
- New Media Writing and Marketing

Candidates with two university degrees, for example a BA and MA in English, or a degree and college diploma are especially invited to apply.

C - Objectives of the Program

Our program is designed to provide a highly rewarding, diverse and very challenging learning experience for interns. Our goal is to introduce new graduates to the inner workings of a high performance marketing firm and to prepare them for an entry level position in their chosen career.

D - Internship Elements and Length

The MB Internship consists of two distinct elements:

a) The first 6 weeks, where the intern is introduced to MB and works "on assignment" for a variety of different full-time staffers at MB. Some of these assignments will be administrative in nature (for example, researching and preparing a data base), some will be directly linked to MB's own web marketing (for example, writing articles for MB's blog), and some will be client specific (for example, writing content for a client's website, or designing concepts for a new client's rebranding).



Although the content of the first 6 weeks varies for each candidate, the administrative and MB components can take up to 50 - 55% of the intern's time on a weekly basis.

During this element, as this is primarily a learning experience, the MB Intern is not paid but is expected to complete a 37.5 hour week. The Intern will be expected to sign a non-disclosure and complete confidentiality agreement and make a full-time commitment to MB for the first 6 week period.

b) the second 10 weeks, where the intern assumes an apprentice type role (for example, a junior staff writer, or junior designer, a video assistant, a marketing assistant) and begins working a dedicated client files.

Once again, although the content of the second 10 weeks varies for each candidate, the administrative and MB components can take up to 30% of the intern's time on a weekly basis.

During this element, the Intern will be expected to sign a probationary employment contract with the Company in this regard.

Interns must attend MB on a daily basis and devote their full-time energies towards their internship.

E - Coaching and Mentorship

Each Intern will be supervised on a daily basis by Caitlin Hines, a Marketing and Project Co-ordinator at MB. Caitlin will meet with the Intern on a daily basis to ensure they have a full menu of assignments and know what is expected and the relevant priorities.

In addition, each Intern will be assigned to one of the Senior Managers in the Company. The MB manager will meet with the Intern on a weekly basis and give feedback, support and coaching as needed.

The Intern will be expected to keep a personal diary of their internship and make daily entries to this diary.

F - Professional Development

MB has a culture based on offering a customized, cutting edge solution to our clients. One of the driving forces behind our success is professional development.

Like every member of our permanent staff, our Interns are expected to embrace the concept of continuous lifelong learning and eagerly look for opportunities to



improve their skills and knowledge. Professional Development at MB is an activity that is expected both on and off the job.

Interns will be invited to attend and participate in PD "Lunch and Learns" which are held every second Friday in the MB Boardroom. Steve Klein, the CEO of MB, is the Leader of these Lunch and Learns.

Interns will be assigned weekly readings in print and on the web. Steve and their Mentor may ask them to attend other courses, MB functions and networking events such as OCRI's Zone Five, depending on their schedule, availability and areas of interest.

G - Career Opportunities at MB

As mentioned, Interns at MB will be provided every opportunity to develop and showcase their skills, attitude and expertise. Our growth means we also offer career opportunities and opportunities for advancement for those special Interns who prove their talent and values fit with the Company.

Two weeks prior to the end of the paid 10 week Internship, the Intern's Mentor and selected members our Management Team will meet with the Intern and conduct a thorough written appraisal of their skills, expertise, knowledge and overall revenue and chargeable hour contribution to the Company. The MB appraisal system will be used in this process.

If the Intern receives an Excellent or Outstanding appraisal, and if the Company has the work to justify a staff addition, the Company may offer the Intern a term employment contract. This may lead to permanent employment in 4 to 6 months, based on the criteria that the Company has established for permanent employees.

Should an Intern be offered a term employment contract after their internship, MB will review their base salary and benefits package and adjust them as needed.

H - Application Procedures

Candidates wishing to apply for an MB Internship in 2009 should e-mail their cover letter and resume to Caitlin Hines at caitlin@marketingbreakthroughs.com

Caitlin can also be reached at 613-721-3335

The cover letter should indicate why they wish to intern at MB and why they feel they are qualified for an MB Internship. They should also write about their career aspirations and how MB fits into their career plan following graduation.



MB will recruit Interns using the same processes and with the same degree of care that the Company uses for full-time permanent staff. This includes 3 interviews, completion of 1 or 2 audition assignments, conventional reference checks, and Internet reference checks in accordance with our internal protocol.

MB will hold in complete confidence all personal information collected during an applicant's recruitment. As confidentiality is an important value at MB, we expect the same degree of care and confidentiality from applicants to this Internship program.