

Marketing Internship 2025

Job Type: 2 days a week, 4 month contract

Location: London

Team: Intl Marketing

Perimeter: INTL

Deadline for applications: Friday 28 February 2025

This position, based in London, is for an intern (2 x days) looking for their first steps into the TV Advertising industry. Reporting to the Brand Marketing & Social Media Exec, the ideal candidate will be detail oriented and a good communicator. We are looking for a creative self-starter that will support the marketing team in a wide array of tasks and initiatives.

Job Summary

In today's world of constant media consumption, reaching consumers with quality, impactful advertising is more important than ever. At the centre of that consumption is FreeWheel – the advertising arm of Comcast that provides premium video advertising to clients of all shapes and sizes. We sit at a unique focal point of cross-platform consumption with a treasure trove of data and a cache of premium inventory.

This position will be responsible for supporting our wider marketing team. Therefore, you will have the opportunity to gain significant exposure to our different departments including: Brand, Communications, Design, Social Media, Product, and Advocacy so being organised and able to handle multiple projects simultaneously is key.

Core responsibilities:

Brand Marketing:

- Event support across local and global events, including the Cannes Lions Festival of Creativity, with planning, logistics and fresh ideas.
- Copy-writing for digital marketing tools including email and event websites
- Administrative support including meeting minutes and follow ups
- Content research and caption writing for Social Media across our LinkedIn, Instagram and 'X' accounts
- Collaboration with the Intl Art Designer to build collateral whether for printed items at events or digital graphic designs
- Benchmark competitor activities including events, entertainment, social media, and merchandise across specific events and the wider industry

Product Marketing

- Sales Support: Provide support to the sales team by creating product presentation decks, sales presentations, and other sales enablement materials.
- Competitive Analysis: Monitor and report on competitor activities and strategies to identify opportunities and threats.
- Market Research: Conduct research on market trends, competitor analysis, and customer preferences to gather insights that can inform marketing strategies.

Communications

- Support our wider communications team with any ad-hoc tasks related to external communications & PR.

Requirements

- The ability to work as part of a team in a dynamic and fast-paced environment
- Strong written English and excellent attention to detail
- Sense of initiative, creativity and problem solving
- Excellent communication and interpersonal skills
- Proficient on Microsoft Office programmes (mostly Word, Excel and PowerPoint)
- An understanding of different marketing techniques

FREOWHEEL
A COMCAST COMPANY

MARKETING INTERNSHIP

2025





LOOKING TO KICK START YOUR
CAREER IN MARKETING &
ADVERTISING?
THIS OPPORTUNITY COULD BE
FOR YOU!

MARKETING INTERNSHIP

2025

FreeWheel are a global media company in the advertising & technology industry and we are looking for ambitious individuals who want to experience the forever evolving world of TV & Digital Advertising.

The successful candidate will join our talented & creative International Marketing team.

We are the driving force behind FreeWheel's brand DNA and work directly with clients, partners and external agencies, managing every element of Marketing & Comms internationally.

All applicants are welcome! We want to see applications from all backgrounds and there is no specific experience or qualifications required - just an idea of skills that may be advantageous.

All we ask is that you to come with bags of enthusiasm and the willingness to **Get Shit Done**.

ABOUT FREEWHEEL

W.T.F

WHAT THE FREEWHEEL

FreeWheel, a Comcast Company, keeps the TV ecosystem wheel spinning by offering one of the industry's most powerful advertising management solutions. With innovative Software as a Service (SaaS) solutions, FreeWheel enables:

- Marketers (advertisers and media agencies) to access their desired audiences (on digital properties)
- Publishers (broadcasters and media publishing houses) to better manage and monetise their video ad inventory.

Our 1,300-strong employee base is spread globally, across Europe (London, Paris, Germany, Milan, Madrid), the US and AsiaPac (Australia, Beijing, Singapore) promoting an environment that encourages us to work together all over the world.

We're made up of advertising specialists who connect the dots between both the creative minds in charge of advertising campaign planning & buying, who we call 'Media Agencies', and the content providers (Broadcasters or Publishers) who have the available digital advertising space to feature video advertising campaigns.

For more information visit www.freewheel.com and follow us on [Linked In](#), [Instagram](#) and 'X'.

ABOUT YOU

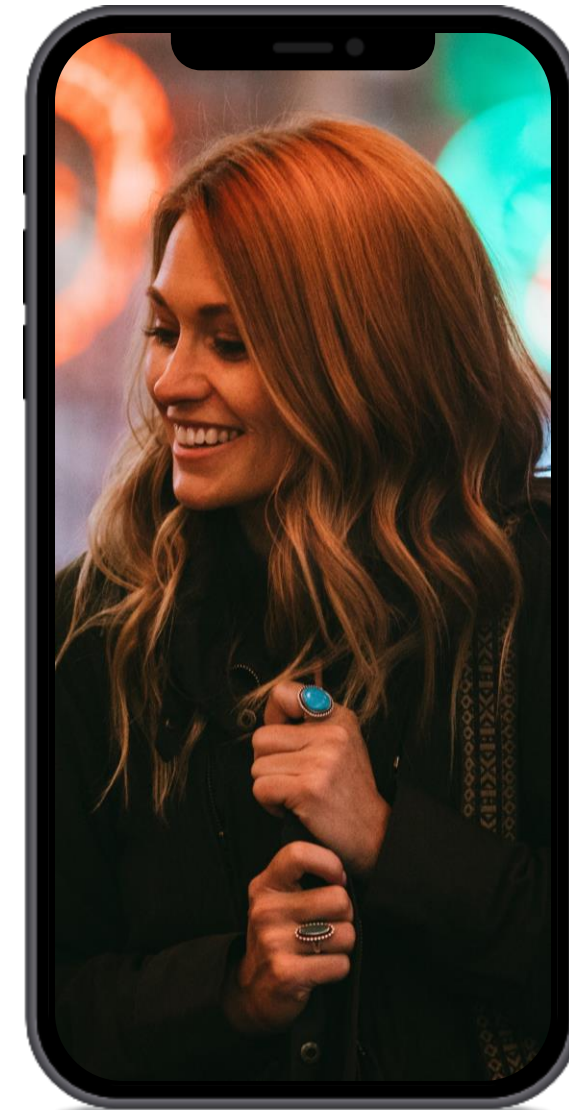
The most important part of the process is you. We're all wonderfully different with unique identifying characteristics, so, if you require any adjustments to complete your application or attend an interview, let us know and wherever possible we'll make it work for you!

For us, people and our employees come first, we are one big FreeWheel family and our space offers an environment where you can be unique, diverse and yourself.

For example; we have a long history of strong female leadership, as well as experience in growing and mentoring women at all levels of the business. Our robust Women in Leadership program, diverse employee resource groups, internal Ally Network and mentorship programs enable employees at FreeWheel to develop skills, find community and rise to new heights.

"I realize my part in driving change in the industry. I work hard to bring my whole self to work and create an environment where other women and people in general are empowered to do the same."

Pooja Midha, GM, Effectv



THE PROGRAM

MARKETING INTERNSHIP

Our Marketing Internship initiative was created as a springboard into the Advertising industry and is focused on creating a workforce community that includes people from a range of different backgrounds, cultures, and experiences.

THE OPPORTUNITY

A fast paced, paid, 2 days a week (preferably, Monday & Thursday), 4 month program providing a practical and fun introduction to marketing. We will help you hone the skills required to deliver a successful event or brand campaign for global media events including the Cannes Lions Festival of Creativity. You will receive exposure to high level planning & senior leadership within a global organisation as well as the opportunity to contribute your own creative skills.

THE EXPERIENCE

During the program you'll gain experience within the different departments that make up our International Marketing team including: Brand, Communications, Social, Sales, Product, and Advocacy. You will receive tailored training, an employee work buddy, assignment brief, 1-1 weeklies with your line manager, and support by people across the marketing department and stakeholders.

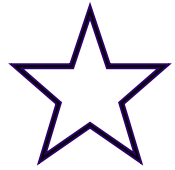
RESPONSIBILITIES

Support administration tasks such as meeting recaps and process planning documents & internal communications. Benchmark competitor activities including events, strategies entertainment, social media, and merchandise. Provide support to the sales team by creating product decks. Support the brand marketing team on all event planning, methods, processes and out of the box ideas. Write copy & proofread digital marketing campaigns. Contribute to ad-hoc tasks related to external communications & PR. ,

COMPLETION

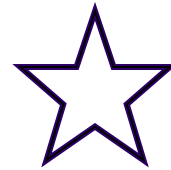
At the end of the 6 months, you'll receive performance feedback, a certificate of achievement and a reference to go alongside your new marketing experience.

WHAT WE ARE LOOKING FOR



Clarity

Communication is the key to our hearts.



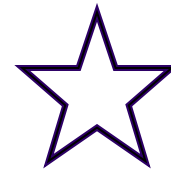
Creativity

Take a risk. Cultivate curiosity: stay open-minded and curious about the world around you.



Organisation

Being organised can help you to stay focused, reduce stress and improve your productivity.



Team Spirit

Share sense of unity, enthusiasm, and commitment among members of a group working together towards a common goal. A positive attitude towards teamwork, mutual respect, and support for one another.

“IF YOUR ACTIONS INSPIRE OTHERS TO
DREAM MORE, LEARN MORE,
DO MORE AND BECOME MORE,
YOU ARE A LEADER”

WHAT OUR PEOPLE SAY

What I love about this company is the people I work with. They are smart, passionate, inquisitive, open minded and are from any corner of the globe. Everyday there are opportunities to learn more.

Working, as an engineer in the Advertising industries, brings continued challenges and the opportunity to work with the latest technologies.

Emilio del Giudice, Manager, Software Engineering (London)

FREEWHEEL IN 3 WORDS:

Challenging, Exciting, Rewarding

Working at Freewheel is all about challenges, professional enrichment, and human development. Each day is different from the last, leading me to push harder daily because I know that Freewheel offers many opportunities to develop my career.

It is a fast-changing industry where there is an immense field of possibilities. Its pioneering role in DE&I, workplace culture, and flexibility make it a great industry to work in!

Deborah Mennessier, HR Program Manager, Europe (Paris)

FREEWHEEL IN 3 WORDS:

Get Shit Done

Our industry is a combination of the fast-paced industry, the ever-evolving landscape, the fun media side, the people and the opportunities!

I didn't know about this industry before I joined the company. Not coming from an advertising background I had no clue what I was joining, however it was my Mum who pushed me and said "just go for it, you never know you could learn to love it" and that's exactly what happened. Almost 9 years later, I fell in love with the industry, and here I am!

Jessica Whitton, Senior Manager, Brand Marketing Intl (London)

FREEWHEEL IN 3 WORDS:

Fun, Inspiring, Future

NEXT STEPS

MARKETING INTERNSHIP

If this sounds like the opportunity you've been looking for, here's how to apply:

1

Introduce yourself.

CVs are dull! We want to get to know who you are and why you are excited to secure a role with us. Remember, this is a marketing position so be creative and have fun with your response!

2

Questions.

1. Can you give an example of a marketing campaign that you think was particularly effective? What made it successful in your opinion?
2. Our internal marketing slogan is "Get Shit Done", what would yours be and why?

YOUR 3 RESPONSES CAN BE IN ANY FORMAT YOU CHOOSE

A video, a short presentation, an audio recording, a written email, or a doodle on a cereal box. TIP: They shouldn't take us more than 5 minutes to read/watch/listen to. Please send them to dbaker@freewheel.com by **Friday 28 February 2025**.

IMPORTANT: Please make sure you are available to work March – end July when applying.



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