

yellowwood

YELLOWWOOD PAID INTERNSHIP PROGRAMME 2019/202

Duration: 12-month full time (May 2019 – April 2020)

Location: Yellowwood, 6th Floor, North Tower, 3 Sandown Valley Crescent, Sandton

Who is Yellowwood?

At Yellowwood we believe insightful marketing has the power to influence business and human behaviour for the better. Conceived 22 years ago, Yellowwood is the first independent marketing consultancy in South Africa. Our focus on independent thinking gives us the objectivity and specialist focus to deliver:

- Insight that is more impartial and robust
- Strategy that is more business-focused and practical
- Planning that properly aligns marketing execution

What makes our programme unique?

Yellowwood's internship is a year long programme with a 2-semester educational programme designed to:

- Teach the candidate to provide an objective analysis, compelling strategic narratives and marketing skills to clients.
- Expose the candidate to the real-time Yellowwood ways of working and skill set of analysis and strategy development.
- Stretch the candidate to their fullest potential through integration into meaningful business deliverables.
- Learn the Yellowwood strategy tools at a basic level and the essence of consulting, which is to help a client obtain information, and advice, which leads to a real and lasting solution to a problem.

We are looking for candidates who exhibit Yellowwood's values of;

- **Originality:** We are driven by the fact that every person, challenge and solution is unique.
Always pushing for a better way to do something and never being complacent; always learning and improving
- **Bravery:** We're not afraid to challenge or be challenged
- **Humanity:** We have genuine compassion and understanding of people and their contexts

Qualifying criteria:

- Recent graduate of an accredited South African tertiary institution
- Previously disadvantaged candidates are encouraged to apply

Application process

This application must be submitted with all the required supporting documents as stated below:

KEY DATES

Round 1

1. Applications open through our website career page on 1 April 2019.
2. Applicants are to read over and familiarise themselves with the case studies posted on the portal
3. Applicants are to please submit;
 - Curriculum vitae
 - Proof of qualification/academic report as proof of completion of studies.
 - Motivation for the role [video/letter/slide format will be accepted]
4. Indicate which role they are interested in applying for (strategy analyst intern or insights & strategy intern or both)
5. **Application closing date 14 April 2019**

Round 2

1. Shortlisted applicants will be contacted via email on 15 April 2019
 2. Applicants are to select and complete one of the case studies on the portal.
 3. Job interview and case study presentation will take place on the 26 April 2019.
 4. Successful candidates will be contacted on the 30 April and will be required to begin their internship at Yellowwood on the 6 May 2019.
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JOB DESCRIPTION - STRATEGY ANALYST INTERN

1. The Job in a Nutshell

- While strategy projects vary each will require robust research (primary and/or secondary), strong analysis, the ability to construct a clear and compelling narrative, a recommendation that is validated and designed specifically for the client's unique business
- Support the strategists in delivery of the full range of strategy projects, taking ownership of parts of the work, being responsible for the accuracy and quality of the content.
- Conducting desk research and analysis for client projects as well as thought leadership projects.
- Proactively managing expectations of the project lead
- Developing the relevant strategy skills and driving the development of interns throughout the duration of the intern programme.

- Staying abreast of emerging developments, key players and best practices locally and internationally, thereby ensuring that Yellowwood maintains a leading edge and innovative profile.

2. Qualifications & Experience

Requirement

- At least a three-year degree in a relevant discipline.
- 1 – 2 years in the research/consulting/business/creative space – should have a keen understanding of insights, strategy and project delivery.
- Have a demonstrated project delivery track record
- Strong intellect, able to think strategically and grasp concepts quickly ensuring credible and far-sighted delivery to clients.
- An inquisitive and open mind-set open to ongoing learning, growth & development.
- Good verbal and written communication skills, including presentation skills.
- Mature, professional and credible individual, with the presence to represent Yellowwood.

3. Skill development and relative importance

Skill	Required Level at end of internship
Desk research and analysis	
Client data and transcript analysis	3
Writing proposals	2
Data analytics	2
PPT Proficiency	3
Word and excel proficiency	3
Numeracy, literacy & communication skills	3
Workshop Facilitation	1
People development	1
Learn & Apply Knowledge	3
Insight development	1
Strategy development	3
Teamwork	3
Project / Time Management	3

Level	Rating at end of internship
Expert	5
Proficient	4
Working knowledge /ability	3
Limited knowledge/ability	2
Very little or no knowledge/ability	1

4. Personal Attributes

- All employees are expected to embody and demonstrate the Yellowwood Values summarised as Unconventional Wisdom;
- **Originality:** We are driven by the fact that every person, challenge and solution is unique. Always pushing for a better way to do something and never being complacent; always learning and improving
- **Bravery:** We're not afraid to challenge or be challenged
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JOB DESCRIPTION

Strategist & Insights Specialist Intern

1. The Job in a Nutshell

- Insights projects will vary and change over time but the business intent is to move away from
- Traditional research and focus on data-driven projects that require a high degree of analytics.
- Where possible ensuring that these projects form the basis of the strategy projects.
- Strategy projects vary each will require robust research (primary and/or secondary), strong analysis, the ability to construct a clear and compelling narrative, a recommendation that is validated and designed specifically for the client's unique business.
- Support the insight and strategy specialists in delivery of all insights projects.
- Supporting the strategists in delivery of the full range of strategy projects.
- Contributing insights and data analytics support where required on strategy projects and Yellowwood thought leadership projects.
- Staying abreast of emerging developments, key players and best practices locally and internationally, thereby ensuring that Yellowwood maintains a leading edge and innovative profile.

2. Qualifications & Experience

Requirement

- At least a three-year degree in a relevant discipline.
- 1 – 2 years in the research/consulting/business/creative space with a keen interest in

- insights, data analytics, strategy and project delivery.
- Strong intellect and ability to think strategically.
- Ability to grasp and apply new concepts quickly.
- An inquisitive and open mind-set – open to ongoing learning, growth & development.
- Good verbal and written communication skills, including presentation skills

3. Skill development and relative importance

Skill	Required Level at end of internship
Data analytics	3
PPT Proficiency	3
Word and excel proficiency	3
Research software proficiency	3
Research design and methodology	3
Numeracy, literacy & communication skills	4
Learn & Apply Knowledge	4
Insight development	2
Strategy development	2
Teamwork	3
Project / Time Management	3

Level	Rating at end of internship
Expert	5
Proficient	4
Working knowledge /ability	3
Limited knowledge/ability	2
Very little or no Limited knowledge/ability	1

4. Personal Attributes

All employees are expected to embody and demonstrate the Yellowwood Values summarized as Unconventional Wisdom:

Originality: We are driven by the fact that every person, challenge and solution is unique. Always pushing for a better way to do something and never being complacent; always learning and improving

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JOB DESCRIPTION

Projects and Resourcing Intern

Key purpose of role

To support all administration (estimates, timing plans, etc.) and attend/arrange/support all project meetings/briefings as required. Support in communicating project status/potential problems with solutions to teams in a timely manner. Anticipate and be proactive in facilitating the smooth flow of projects through the agency to meet the teams/clients expectations.

Key Performance Indicator

Be support to the Projects & Resourcing manager in the following tasks;

- Detailed Resource Summary (planned 4-6 weeks in advance) capturing current reality and projected view.
- Sales Forecast meeting – preparation of detailed task spread sheet for all staff and resource summary document.
- Daily check-ins with all strategic resources and interns to track progress on Tasks, identify issues and pro-actively plan future Tasks/Projects of interest.
- Constantly improving efficiencies in respect of Task Scheduling [Chase will be deployed by the Project Manager to ‘task out’ all Strategists/Researchers/Analysts].
- Strategic Director Reporting (tracking projected time versus actual time per Project).
- Projects Team meeting – pro-actively identify red flags, resourcing issues; discuss leave periods of strategists, intern learning development opportunities

Project Management

Be support to the Projects & Resourcing manager in the following tasks;

- Resource Summary/Project Deliverables document updated/distributed by COB on Fridays.
- Excellent note-taking abilities and cascading agreements and next steps (including who/by when action column) to Strategic Directors to feed into their Contact Reports.
- Strategic Director Reporting (tracking projected time versus actual time per Project).
- Ownership of small to medium projects from “cradle to grave.”
- Sourcing suppliers e.g. Transcribers, Freelance Designers, Copywriters, Freelance Associates, usually from a list of our regular suppliers.
- Setting up for Client Presentations/Workshops.
- Assisting with/checking ‘close out phase’ project recons.
- Status Reports (weekly) for larger projects.
- Setting up Project timelines for all projects, updating these on request (should Strategic Director not have capacity).

People

Be support to the Projects & Resourcing manager in the following tasks;

- Build relationships with and between the team to aid efficient communication and collaboration.
- To develop skills and knowledge within yourself through on the job development, active participation in the agency and department.
- Provide feedback to Creative Director regarding improvements that could be made to the department and agency.
- Create clear development plans for yourself and set out to achieve your goals. Actively support and involve team members at the appropriate time to resolve issues and encourage all members to look for collaborative ways to make the Lead Employer a great place to work at.

Required skills

Be support to the Projects & Resourcing manager in the following tasks;

- Agility: classic project management skill of adaptability and ‘moving with the changes’, coming up with new resourcing plans to ‘crash the schedule’ and speeding up timeframes, where warranted.
- Business Intelligence: improving productivity, process efficiency, compiling simple and reliable reports for Management.
- Resourcing intelligence: trouble-shooting and identifying issues before they occur
- General Resourcing capabilities: pro-activity, identify resourcing schedule conflicts/challenges early-on & providing solutions (with assistance from Strategic Directors and Projects Director).
- ‘Set-up Phase’ skills: preparing detailed (Gantt discipline) Timelines, suggesting task and project resources, assistance with the Set-up/Kick-start document (PowerPoint) under direction of Senior Strategist/Strategic Director.
- ‘Implementation Phase’ skills: liaison with suppliers, occasional liaison with clients (not Client Service), streamlining with other members of Support Team for process efficiency. Setting up IDIs/KPIs including Control Sheet. Back-up Assistance with Workshops and Travel (in support of Alison who holds these as key/primary tasks).
- ‘Post Project Phase’ skills: conduct a brief Learning Session with entire Project team and thereafter document and share learnings & suggest process improvements to the Strategic Directors.
- ‘Traffic/Resourcing’ skills: classic resourcing management and pro-active feedback to management on the ‘temperature’ and currency capability and capacity of the Company resources. Knowing what tasks/phase/project people are working on, what tasks are incoming and which are completed.

Required Technical Skills

Be support to the Projects & Resourcing manager in the following tasks;

- MS PowerPoint (Intermediate).
- MS Excel (Intermediate).
- MS Word (Intermediate).
- Smart Sheet/MS Project (Basic).
- Both PC and Mac-literate.

Required Behaviours

- Determination, pro-activity: identifying issues with timeframes/resourcing before and during Projects, Co-operative and Empathetic with an ability to work well with others under pressure.
- **Humanity:** i.e. having a finger on the pulse of resources’ efficacy (overworked, underworked, stress-levels) etc. Discretion and compassion for factoring-in ‘work-life’ balance.
- **Bravery:** the ability to constructively debate with Strategic Directors and Projects Director to the benefit of a Project’s efficiency and owning the Project Management function within Yellowwood.
- **Originality:** improving Ways of Working, proposing new Processes or Templates on a pro-active and continual basis to support our World Class business offering.