

# MICHAEL KIRKLEY MEDICAL MARKETING INTERNSHIP



## **The Michael Kirkley Medical Marketing Internship**

has been established through the Kirkley Estate to honour the memory of Michael Kirkley, a Western alumnus and founder of MarketForce, who passed away on September 8, 2002 in a tragic small plane accident along with his spouse, orthopaedic surgeon, Dr. Sandy Kirkley.

### **Responsibilities**

The successful applicant will be awarded a three-month internship at BrandHealth Communications, one of Canada's leading healthcare advertising agencies, located in Peterborough. As part of an account team, the intern will work with a major client. He/she will learn about the world of medical and pharmaceutical marketing and communications including the creative process, business and client relationships and financial aspects. This opportunity would be especially valuable to a student considering a career in marketing, public relations or advertising.

### **The Ideal Candidate**

Students who are registered at Western in their second year or higher of any degree and are returning to school in the fall are invited to apply. The ideal candidate will have an average of at least 75% in their prior year of study and will demonstrate an interest in business and marketing. She/he will possess a spirit of enthusiasm, a passion for excellence, self-motivation and adaptability, with a track record of community or campus involvement.

### **Compensation**

A sum of \$10,000 will be awarded to the successful applicant as compensation for a three-month work term during the summer of 2012.

### **Application Process**

Candidates should submit an application to [sarah.dejong@brandhealth.ca](mailto:sarah.dejong@brandhealth.ca) that includes their transcript, resume and a covering letter that demonstrates a passion and suitability for a summer-long learning experience in the world of healthcare advertising and communications.

Submit your application to:

**[sarah.dejong@brandhealth.ca](mailto:sarah.dejong@brandhealth.ca)**

**Application Deadline:** February 6, 2012

