

# Boomtown seeks graduates for 2021 internship intake

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Boomtown, the full-service agency headquartered Port Elizabeth and with offices in Johannesburg, is seeking university or college graduates from the marketing and advertising disciplines to join its 2021 internship programme.



The programme, called Bayeza, which means ‘they are coming’ in isiXhosa, seeks to empower the new generation of creatives and marketers by giving them an opportunity to learn on the job from Boomtown’s dynamic team in its Port Elizabeth agency.

After its experience with its first graphic design intern, Pola Maneli in 2012, Boomtown created and launched Bayeza in 2013 and has since assisted 22 talented young Port Elizabethans enter the industry.

For the 2021 intake, it is looking to employ a conceptual copywriter, conceptual designer, art director, digital strategist, digital content writer, community manager and content creator, 3D renderer and animator and a communication strategist.

Successful applicants will need to be in Port Elizabeth, ready to start work on Monday, 18 January 2021.

“Bayeza, welcomes all graduates to see what we see and take the opportunity to be a part of a creative, innovative and award-winning team that creates ground-breaking, rich and meaningful work,” said Boomtown CEO Glen Meier.

“The programme is an integral part of our business transformation strategy and our commitment to the industry in Port Elizabeth. As much as we take pride in being main-market specialists and having our finger on the pulse of the South African consumer, we are most proud of how this is reflected in our full-time hires and in Bayeza.

“Rather than simply regarding our interns as junior staff who are expected to learn by shadowing other employees but not given any support or responsibility, we run a specific year-long programme with month-by-month modules specific to each intern’s area of expertise and study. In this way, they are fast-tracked and learn more in one year than most junior

employees learn in two.

“Our approach makes the interns highly sought-after employees and we are tremendously proud that, to date, Bayeza has achieved a 100% success rate in employment. We are proud to pay our interns a salary, not only because we value what they bring to the table, it shows respect for their talent and belief in their future.

“Selfishly, we have employed the majority of these talented individuals as part of our growth strategy, but others have gone on to be part of reputable companies in Port Elizabeth and across South Africa. In that way, we hope we give back to our ‘hometown’ and the industry that nurtured us.”

An agile team of brand-led thinkers whose creativity has been rewarded by industry competitions locally and abroad, Boomtown started trading in 1994 when its founder famously sold his inheritance – two cows – to buy the office’s first computer. Today, it has achieved Level 2 BBBEE status and 51% Black ownership of which 30% is by a Black women-owned entity.

The application process for the 2021 intake comprises three phases: submission of a CV and indication of which position is most desirable; receipt of a brief and subsequent submission of the response to that brief; and an interview during which the submitted brief will be assessed.



Boomtown CEO Glen Meier

For further information, visit <https://boomtown.agency/bayeza-internship-programme/>.

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