

Boomtown seeks graduates for Bayeza 2022

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Full-service agency Boomtown is seeking university or college graduates from the marketing and advertising disciplines to join its Bayeza Graduate Internship Programme.

For the 2022 intake, Boomtown is looking for graduates from across South Africa to fulfil the internship roles available in its Eastern Cape and Johannesburg offices, art director, conceptual designer, animator, social media manager, web developer, marketing assistant, digital strategist, immersion specialist video editor and account executive among them.

The application process will comprise 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.

Applications close on November 22, 2021. Successful applicants will need to be in Gqeberha (Port Elizabeth) or Johannesburg, ready to start work on Thursday 1 February 2022. Further information can be found on <https://boomtown.agency/bayeza-internship-programme/>.

‘Bayeza’ means ‘they are coming’ in isiXhosa. Launched in 2013 after its successful 2012 pilot with graphic design intern Pola Maneli, the internship programme 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 and Johannesburg offices.

“Our agency is a national contender in the digital, marketing and advertising world – just last week we were rewarded with three Silver Pendorings and a Craft Pendering,” said Boomtown CEO Glen Meier.

“We like to think the agency is an inspiring environment for all who enter its doors, and are excited to once again welcome all graduates to see what we see and take the opportunity to be a part of an innovative team that creates ground-breaking, rich and meaningful work.”

“We’ll be there for our 2022 interns every step of the way, helping them to learn through on-the-ground experience, to gain valuable knowledge and insights into what it is like to be part of the advertising industry, and to interact with our talented mentors and managers as they guide them through their roles and grow and develop their skills.”

According to Meier, the programme is an integral part of the business’ transformation strategy and commitment to the industry. He said that, as much as the agency takes pride in being main-market specialists and having its finger on the pulse of the South African consumer, it is most proud of how this is reflected in its full time hires and in Bayeza.

He added that the success of Bayeza lies in Boomtown’s respect for the graduates who join its programme.

“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,” he explained.

“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 Gqeberha and across South Africa. In that way, we hope we give back to our ‘home town’ 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.

Bayeza Graduates

2013/2014 (total of 4 interns)

Zinzil May

Okhule William

Gerard Addison

2015/2016 (total of 4 interns)

Lisa Snyman

Musa Jacobs

Unathi Dyani

Davanitha Moodley

2016/2017 (total of 4 interns)

Anele Mvazana

-

Change Mbatha

Pelokazi Mtwisha

Bronwen Hart

2018/2019 (total of 6 interns)

Sinethemba Soldati

Misubukhosi Pienaar

Portia Tambo

Brandon Chakarisa

Jade Redcliffe

Ayabonga Lalendle

2019/2020 (total of 4 interns)

Tayla Jade Southby

Samkele Monakali

Jason Chan

Inge Fankhauser

2020/2021 (total of 8 interns)

Nande Gubevu

Craigh Jonas

Tameron Karelse

Anelisiwe Manana
Karabo Mamabolo
Temba Mkosi
Caitlin Morgan
Michelle Stockwell

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Boomtown



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