



Event Marketing Internship

Role: Marketing Intern

Department: Entertainment and Event Solutions

Classification: Intern Volunteer

Mentor: Marketing Specialist

Time Span: Flexible. 10-20 hrs/week (20-30 hrs during the month of October, all weekends during event)

Summary:

Learn all about marketing the largest event in the State by directly supporting the Marketing Crew for both fair and seasonal events. If you've ever wondered how events come together, this is the ideal platform for you.

Main Knowledge Objectives *(This is a list of what the intern can expect to learn)*

- Learn marketing principles and how to target specific audiences
- Learn how to develop creative content
- Utilize social media to engage and a community of fans/followers online
- Coordinate event marketing and promotion for the Arizona State Fair across various social media platforms
- Collaborate with internal departments on projects and assignments
- Curating content on all agency social media channels
- Connect with influencers on social media accounts
- Coordinate and interact with media

Marketing Intern Responsibilities

- Coordinate social media accounts, including organizing cross-platform content strategies
- Develop new social media campaigns from the ground up, and considering sponsors' needs and specific fulfillments
- Monitor social channels for trending news, ideas and memes; then capitalize on those trends through social media accounts
- Assist with capturing and analyzing social media metrics
- Prepare post Event Recaps

Qualification/Requirements:

- Working knowledge of Microsoft Office
- Ability to follow instructions and work independently
- Excellent organizational skills and attention to detail
- Ambitious, positive attitude and a desire to build a career in PR, event planning, social media and/or digital marketing
- Understanding of the Public Relations field and eagerness to gain hands-on experience
- Excellent writing and editing skills with a great understanding of English grammar and language
- Demonstrated knowledge of social media networking, social content creation/curation, and working across multiple social media platforms including Facebook, Twitter, Snapchat, and Instagram
- Skills in presentation and interpersonal relations
- High level of professionalism and motivation to be on time and meet deadlines
- Prefers challenges, new ideas, future focus, fast pace and getting dirty
- Fluency in Spanish is a plus

Education Requirements:

College/university Junior or Senior majoring in Marketing, Public Relations, Communication or any other Marketing related degree program.. Graduate students may also apply

Physical Requirements:

Must be able to sit for extended periods of time in front of a computer and must have good communication skills (i.e., communicate clearly and effectively in both written and spoken English). Must also be able to stand for extended periods of time which could include walking the fairgrounds several times a day. Must be able to see well and able to read fine print. Must be able to lift boxes weighing up to 10 pounds.

Interested applicants should submit cover letter, resume, and availability to: julie.dougherty@azstatefair.com

Must be 18 years of age or older and have a valid driver license.

EEO/RAE. Can't commit? We welcome volunteers.