
POSITION: Marketing & Sales Internship (unpaid)

SEMESTER: Summer 2015

APPLICATION DEADLINE: May 4, 2015

REQUIREMENTS & QUALIFICATIONS

- Open to COLLEGE STUDENTS ONLY: Juniors, Seniors, and Graduate Students who are seeking an internship for academic credit as part of their college/university curriculum
- Applicant must carry a cumulative GPA of at least 3.0 on a 4.0 scale
- Hours/schedule based on school's credit hour requirements; Minimum of 10-15 hours per week preferred.
- Applicant must have a history of relevant coursework or experience
- Strong written and verbal communication skills
- Working knowledge of Word, Excel, PowerPoint, Photoshop, Publisher a plus
- Knowledge of all social media platforms
- Passion for live entertainment and sporting events
- Nights and/or weekends will be required on occasion

DESCRIPTION & OBJECTIVES

- Learn to develop and implement integrated event marketing plans, including advertising, public relations, trade, social media, group sales and grassroots campaigns
- Conduct research for various marketing and group sales projects on a per-show basis
- Learn to research target markets and develop grassroots efforts, and assist in creating and distributing promotional materials (posters, flyers, register to win boxes)
- Assist the Group Sales & Marketing Associate with soliciting and managing group sales and group incentives with each group account
- Work with the Group Sales & Marketing Associate to build our group sales database and to find new, creative ways to reach out to them
- Assist the Sales Manager with researching sponsorship leads and cold calling
- Assist in updating and maintaining the department databases and spreadsheets
- Learn and assist with implementation of marketing campaigns on several social media platforms
- Assist the marketing staff at booths/tables at festivals, fairs, and other events with high traffic to publicize the arena and our events
- Take ownership of the Marketing Booth located on the concourse during arena events and assist with creating new ways to make the booth more interactive
- Learn to create marketing materials utilizing Photoshop and PowerPoint
- Assist with various public relations functions including brainstorming, planning and executing PR events
- Other projects and duties as assigned

HOW TO APPLY:

All prospective applicants must provide the following materials by the specified deadline:

1. Resume
2. Two professional references
3. Current unofficial transcript from college or university
4. Summer 2015 course schedule (if applicable), with a list of days and times available for internship hours

SMG is an Equal Opportunity Employer M/F/V/D

PLEASE SEND OR EMAIL REQUESTED ATTACHMENTS TO:

Amanda Shankle, Group Sales & Marketing Associate
INTRUST Bank Arena
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Fax: 316-440-9199