



## Marketing and Sponsorship Intern

Facility Name- ASM The Oncenter / Empower FCU Amphitheater at Lakeview

Location- Syracuse, NY

**Job Title: Marketing and Sponsorship Intern**

**Department: Marketing**

**Reports To: Director of Marketing**

**FLSA Status: College Credit (3 Credits)**

**Summary:** We are looking for eager interns to support our marketing department. As an intern you will work closely with our Marketing Director and Coordinator who will provide training and hands-on experience to aid in your educational pursuits. This internship will include daily tasks and assigned special projects that connect your studies with real world experience to promote and manage our venue brand and partnerships.

### **Essential Duties and Responsibilities include, but are not limited to the following:**

- Overview of sponsorship program (proposal, sponsorship, activation and reporting processes) and assistance with various sponsorship aspects throughout the semester
- Collaboratively works with the venue sales team to create promotional materials for clients and events.
- On-site media coordination and social media content creation (including photography and live streams) during assigned events
- Learn how to update and manage external marketing assets with current information (website, social media, eblasts, marquees, etc.)
- Assist in drafting media alerts, press releases, and media buys.
- Assists in creating original and engaging content for social media platforms including Instagram, Facebook, Twitter, LinkedIn, etc. while maintaining a brand.
- Participate in weekly marketing meetings to pitch and execute ideas for content across website, social media sites, weekly eblasts, press releases and company newsletter.
- Conducts market research to identify opportunities for increasing our audience.
- Always maintains high standards, positive attitude, and professional appearance
- Works within the guidelines set forth in ASM's Management Credo.
- Assists Marketing Director and Coordinator with other tasks as assigned.

### **Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Education and Experience**

- Must be actively enrolled in a college or university and participating in a three-credit hour internship course
- Candidates working toward an associate or bachelor's degree in Marketing, Public Relations or Journalism preferred (but not required)
- Experience with established and emerging social media platforms (Facebook, Twitter, Instagram, LinkedIn)

### **Skills and Abilities**

Excellent written and verbal communication skills required

Ability to type 40 wpm

Strong knowledge of the social media industry

Passion for working in a fast-paced environment

Excellent time management

Requires flexible schedule to cover events

### **Computer Skills**

Basic knowledge of Microsoft office

Experience with Adobe Creative Suite is preferred, but not required

Familiar with multi-social posting through programs such as Hootsuite

Additional software trainings will be provided by the marketing team

### **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical requirements include the ability to operate a keyboard and move around the facility. Must be able to hear and speak to use two-way radio and telephone.

**NOTE:** The essential responsibilities of this position are described under the headings above. They may be subject to change at any time due to reasonable accommodation or other reasons. Also, this document in no way states or implies that these are the only duties to be performed by the employee occupying this position.

### **To Apply**

Email HR at [m\\_depietro@asmsyracuse.com](mailto:m_depietro@asmsyracuse.com)

Michelle DePietro, HR Manager

The Oncenter

800 South State St.

Syracuse, NY 13202

Applicants that need reasonable accommodations to complete the application process may contact 315-435-8062

ASM is an Equal Opportunity/Affirmative Action employer, and encourages Women, Minorities, Individuals with Disabilities, and protected Veterans to apply. VEVRAA Federal Contractor.