



Heart O' Texas Fair & Rodeo Internship - Marketing & Sponsorships

Responsibilities:

- Support overall marketing & sponsorship department
- Assist with writing and distributing marketing/sponsorship collateral materials for the Extraco Events Center to include, but not limited to, programs, posters, invitations, reports, agreements, etc.
- Assist with sponsorship deliverables
- Assist with sponsor meeting preparations
- Marketing and sponsor research
- Assist in implementing new technology and new marketing strategies
- Assist with preparation of Volunteer and Sponsor Packets

Other Duties:

- Act as staff representative with volunteers and public
- Other duties as assigned

Qualifications:

To successfully complete this job, the following skills are necessary:

- Ability to work independently and solve problems
- Excellent PC skills with knowledge of all Microsoft applications
- Organized, efficient, able to multi-task
- Self motivated with a positive attitude
- Excellent communications and public relations skills, both written and verbal

Reports to:

Senior Division Manager of Marketing & Sponsorships

Education and/or experience:

Currently enrolled as a College/University Sophomore, Junior, or Senior pursuing a degree in Business, Marketing, Journalism, Communication, Agriculture, or a related field.

Compensation:

Hourly

Time Commitment:

- Required to work an average of 15 hours per week
- Aug. 28 - Oct. 16, 2023
- Flexible scheduling

Send Resume To/For More Information Contact:

Melinda Adams
Senior Division Manager of Marketing & Sponsorships
Extraco Events Center
4601 Bosque Blvd.
Waco, TX 76710
254-224-8290
madams@hotfair.com