



## **Marketing Internship** *(seasonal)*

### ***2023 Position Overview***

The Marketing Intern will support the Marketing Manager in managing social media leading up to and during the event June 22 – July 4. This would include, but is not limited to, creating posts that properly reflect the Greeley Stampede and our sponsors, provide customer service online, and provide support for event promotions.

### ***Essential Job Functions***

- Primary job will be to post to social media on behalf of the Greeley Stampede before and during the event. Including the following:
  - photography and videography of Stampede events/attractions
  - designing social media posts
  - tracking number of posts to fulfil sponsor contracts
  - create schedule of posts
  - boosting posts
  - Sites include Facebook, YouTube, Instagram, and Twitter
- Will assist with special events, on-site activations/remotes and promotions pre-event and during.
- Distribution of marketing materials
- Support special events including, but not limited to, Kickoff Concert, Big Buckle Ball, and Golf Tournament
- Opportunity to assist with building digital, radio and print ads.
- Assist with coordinating media during arena events.
- Learn event marketing, ad design, video production, event production and more!

### ***Minimum Qualifications***

- Currently enrolled in an accredited university or community college
- Computer skills and experience including Adobe Creative Suite
- Experience with social media platforms including Facebook, Instagram, and Twitter
- Oral and written communications skills
- Organizational and interpersonal skills
- Ability to demonstrate initiative and resourcefulness, combined with a very strong team oriented approach to work

- Ability to read, write and speak the English language fluently; ability to present verbal and written material to the general public
- Valid driver's license

### ***Work Schedule***

- The Marketing Intern program is a partially paid internship program and is a seasonal hourly non-exempt position that is scheduled to work from April 1-July 7, 2023.
- The position will require flexible scheduling of work to accommodate peak times
  - April: 8-10 hours per month
  - May: 8-20 hours per week
  - June: 15-25 hours per week (first three weeks)
  - Event: 40+ hours per week
  - Post-event: 4-10 hours per week
- Average total internship hours: 250 hours

### ***Non-Negotiable Dates***

While we try to be accommodating prior to the start of event there are a few days that will be nonnegotiable when accepting this internship. You will be provided a projected schedule and start/end times for each day. This is subject to change so please do not make plans on these days as we might ask you to come in earlier or stay later.

- Work Day: June 17<sup>th</sup>
- Dates of the Event: June 22<sup>nd</sup> – July 4<sup>th</sup>
- Cleanup Day: July 5<sup>th</sup>

### ***Compensation***

- Hourly pay rate starting at minimum wage

Note: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.