



Marketing Internship

This position offers the successful candidate a unique opportunity to gain experience and build their resume. The Marketing Intern gains real-world marketing experience through work on projects in social media, public relations, graphic design and photography/videography. The ideal candidate will show up with a positive attitude, willing to learn and excited to promote Peoria Civic Center events.

Requirements

- Applicants must be current college students. Marketing, Business or Communications majors are preferred.
- Excellent written and oral communication skills
- Ability to stay focused, organized and manage time effectively
- Knowledge of and enthusiasm for social media/marketing methods and strategies
- Must be self-motivated and have sharp attention to detail
- Ability to work independently or as part of a team
- Flexible and creative personality
- Ability to manage multiple projects and meet deadlines
- Experience and proficiency in Microsoft Office
- Experience with Adobe Creative Suite, photography and videography is a plus
- Ability to multitask with multiple departments

Essential Duties and Responsibilities

- Assist business development with communication efforts for digital content with clients and internal staff, Help with scheduling of digital content in house
- Analytics: Monitor and analyze content performance using tools for digital asset boards. Provide data-driven insights to team and clients.
- Project Management: Assist in managing multiple content projects simultaneously
- Assist in brainstorming sessions to generate new content ideas for show marketing efforts
- Assist marketing team to promote and publicize events (concerts, comedians, Broadway Theater Series, family shows, consumer shows, entertainment, etc.)
- Creating content for social media platforms
- Updating event information on website and venue advertising
- Assist with organization of press materials and design projects
- Assisting with events including event photography as needed
- Assist with other marketing tasks as assigned



Time Commitment

Internships are available for Spring, Summer and Fall semester schedules. Interns typically spend 8-20 hours per week working in the Marketing office at the Peoria Civic Center. Regular hours will be set based on the applicant's availability. * The ability to work events after regular business hours and on weekends in addition to regular office hours (8am-5pm) based on Peoria Civic Center event schedule.

Interested?

Send a resume, cover letter and your schedule availability and/or school credit requirements to the Business Development Manager; jwalker@asmpeoria.com. In your cover letter tell us why you have a passion for digital marketing and what event coming up at the Peoria Civic Center you are looking forward to.

We look forward to hearing from you!

Beau Sutherland, Director of Sales and Marketing
Jackie Walker, Business Development Manager
Kelsy Martin, Marketing Manager