



Are you an outgoing, organized college junior, senior or graduate student looking to enhance your experience in Sales & Marketing? Do you enjoy concerts, live events or interacting with people? At the Chesapeake Employers Insurance Arena, this intern will work closely with the Marketing and Sales Department to learn how to use various marketing tools and resources to promote events and the venue as well as to help create a positive guest experience.

Marketing & Communications Internship Description:

As a Marketing & Sales intern, you will assess the current marketing practices for OVG at Chesapeake Employers Insurance Arena, then develop and implement a plan to improve our branding and visibility. You will also support the Director of Marketing in social media, visual media, and print media. You will be expected to create and manage your own marketing initiative, to be approved by your supervisor.

Responsibilities:

- Assist the director of marketing with social media content, and the development of sales, advertising and marketing materials
- Perform audit of current marketing strategies (eg. social media, press releases, print/digital materials), and offer suggestions for improvement or new strategies.
- Research and apply marketing and client-based strategies for effective social media application and contemporary marketing applications. Present findings and applications to marketing department.
- Assist the Director of Corporate Partnerships with fulfillment and execution efforts for various sponsors.

Position Functions & Learning Opportunities including (but not limited to):

- Understand how to conduct marketing research through phone calls, emailing, searching the internet and conducting meetings with various individuals within the market
- Content creation for the venue's Facebook, Instagram, Twitter, Snapchat, and email campaigns
- Assist in developing and implementing event marketing plans and promotions
- Participate in grassroots marketing, including distribution of flyers, hanging posters and creating relationships with various retailers to promote events
- Attend meetings that include brainstorming sessions and explain how to execute public relations event ideas
- Assist with Public Relations efforts for events, including drafting and distribution of press releases and media advisories, creation and delivery of media drops, updating of media distribution lists, and supervision of media at events
- Assisting the marketing staff at booths/tables at festivals, fairs and other events with high traffic to publicize the arena and our events
- Assist with sponsorship fulfillment and execution of contracted deliverables
- Assist with organization of customer data captured through post-event surveys
- Assist department in gathering press clips

- Perform variety of event day responsibilities within the Marketing Department

Self-Initiated Project:

- Develop and carry out one specific marketing and communications related project related to your academic focus during the course of your internship. This will be mutually agreed upon by you and your internship supervisor.

Focus Area Reading:

- Select and read peer-reviewed or professional articles related to your area of focus. Summarize your findings and present them to the marketing department.

Meetings:

- Attend all designated meetings for your departments, as well as regular 1-on-1 check-ins with your direct supervisor.

Evaluation & Assessment:

- Pre: Create three-five learning goals related to your internship position and academic study. These must be agreed upon between you and your internship supervisor, as well as your academic advisor.
- During: Complete a one page self-evaluation paper halfway through your internship assessing the progress you have made on your goals.
- Post: Present your project to the venue executive team and how you will apply what you learned to your career.

Hours:

10-12 hours/week during the school year, 40 during breaks and summer.

Qualifications:

- College juniors, seniors, or graduate students
- Proficient with computers in Windows format and experience in Word, Excel
- Experience with Adobe Creative Suite would be a plus
- Excellent communication, organization, and interpersonal skills
- Attention to detail
- Ability to work independently
- Must be self-motivated with a 'can-do' attitude and a strong desire to learn
- Ability to work in a fast-paced environment
- Availability to work nights and/or weekends when necessary
- Major in Communications, Marketing, Public Relations, or closely related field.

This is an unpaid internship and must be currently enrolled in an accredited college, university, or trade school with a minimum 3.0 GPA.

To Apply: *Application Information:*

Please send employee application, cover letter, and resume to Jessica Stark at Jess@umbc.edu

OVG Facilities is an EOE/DFW; Offered candidates must submit to / successfully complete pre-employment screens (background & substance) prior to hire

I understand and acknowledge receipt of the internship role description:

Intern Print Name and Signature

Date