

JOB DESCRIPTION: Marketing and Event Planning

RELATED MAJORS: Business, Marketing

REPORTS TO: Marketing Director

STATUS: Spring 2019, 4-6 hours weekly

QUALIFICATIONS:

SKILLS:

- Ability to prioritize workload and frequently adjust to interruptions and changing priorities
- Organize and initiate work with limited supervision
- Excellent customer service skills
- Excellent oral and written communication skills
- Accurate data analysis skills
- Accurate typing, data entry, and word processing skills
- Familiarity with Google, Word, and file management
- Ability to meet deadlines
- Ability to work will with public, staff and volunteers
- Professional telephone manner, clear speech, and good hearing
- Ability to communicate clearly and effectively

RESPONSIBILITIES:

- A. Understanding event structure
 - a. Learn how each event is structured – mixers, luncheons, and annual events
 - b. Create a structured process for scheduling and preparing for mixers and luncheons
 - c. Create a marketing plan for each of these types of events
- B. Marketing
 - a. Using the marketing plans, work with the other Marketing Intern(s) to promote events
 - b. Analyze marketing success using Google Analytics, Weblink Analytics, and Facebook Analytics
 - c. Detailed monthly reports to Marketing Director
 - d. Work with other Marketing Intern to review Google Ad Words and present information to Marketing Director and Executive Director
- C. Member outreach – event locations
 - a. Review where events have taken place by reviewing reports in Weblink – website data reporting

- b. Create and present a report to Marketing Director for what locations have been used and what locations can be used based on
 - i. Appropriateness for weather, drive time, and event space
 - ii. Price and menu relative to event
 - c. Reach out to members whose locations should be used and schedule events that are in line with our calendar
 - d. Contact members for location information, photos, and any other information to help promote events
- D. Networking
- a. Attend networking events - at least 2 mixers or coffees during internship semester
 - b. Post-event report to staff - who did you meet, what did you learn?

EXPERIENCE TO GAIN:

- Greeting tourists and providing them with information about the area - promoting our members
- Networking with chamber members and local business owners in a professional setting
- Learn how our business tracks and enhances membership
- Learn how different types of businesses market themselves
- Google docs, Google sheets, and DropBox
- Reporting to supervisors and creating goals and SOP's for future use
- Learn day-to-day business operations and procedures