



Aksarben Stock Show

Please send all correspondence, resumes
& cover letters by **February 15, 2019** to:
Aksarben Stock Show

gkirchmann@showaksarben.com
406-396-7316

Marketing Research Intern, May-Sept 2019

This job description outlines the objective, primary responsibilities, requirements and qualifications of the Marketing Intern. This is a summer internship with a requirement to attend the stock show and assist in after show wrap up functions. The worksite is based in Grand Island, Nebraska.

Work schedule after college classes resume will be flexible to allow the student to maintain his/her class schedule.

Objective: Marketing Research Intern will be responsible for researching data and assisting with vendors, sponsors, media relations, tracking social media content, influencers and preparing first draft copies to assist with marketing duties.

Reports to: Strategic Development Manager, Aksarben Stock Show

Primary Responsibilities *(including, but not limited to):*

- Media Research, data sourcing, updating contact lists and compiling spreadsheets, mail merges and reports
- Assist with mailings and correspondence to vendors and sponsors
- Assist with general public relations and communications duties, as assigned
- Assisting with researching industry Social Media accounts and influencers
- Writing first drafts of content and assisting with copy writing
- Assist with media fulfillment requests, create, compile and revise databases
- Maintain electronic press clippings, photographs and video library

Qualifications:

- Junior or Senior majoring in Business, Journalism, or a closely related field
- Proficient software skills in Microsoft Office
- Strong copy writing skills for print and digital platforms
- Ability to work 40 hours per week, with some weekend hours
- Ability to work extensive hours the week of event (September 21 – 30)
- Must have excellent organizational and communication skills, attention to detail, and the ability to prioritize in a changing environment
- Must have excellent interpersonal skills and follow-up skills
- Strong understanding of agriculture, youth livestock shows and related events
- In-design and photography experience is a plus, but not required
- Strong verbal and written communication skills required
- Ability to work independently and as part of a team
- Must have valid driver's license and use of personal vehicle

Compensation: \$10 / hour, time and a half for work over 40 hours per week. A summary of job experience will be required after the completion of the internship.