

2019-2020 MARKETING INTERNSHIP

Job Description:

UMBC Event Center is seeking a hard-working college student or graduate for the position of Marketing Intern. This part-time position is ideal for individuals looking to gain experience and skills in marketing, as well as get their foot in the door to the sports and entertainment marketing world. The Marketing Intern will report to the Director of Marketing and be responsible for, but not limited to, the following objectives:

- Assisting Marketing Department with various tasks aimed at the planning and promotion of upcoming events including e-blasts, press releases, and website management
- Organizing and executing grassroots marketing campaigns by going out into the community at festivals, fairs, and other events with high traffic to represent and publicize the arena and events coming to us. Flyer, poster, and create relationships with various retailers, and get the word out about the arena and the upcoming shows
- Assisting in day-of-event operations associated with all marketing such as pre-show parties, client parties, and sporting events before and/or during the event
- Assisting marketing department with various research projects involving demographic and psychographic information and local trends and events
- Maintaining and building the social media databases and keeping the UMBC Event Center interactive in various online locations
- Data entry for Cyber Club, e-mail database and developing ways to increase our databases
- Assisting Director of Marketing with in game promotions and sporting event production
- Helping with the creation and execution of marketing plans and flyers.
- Assisting with various PR functions such as: brainstorming, executing PR events and performing all other duties assigned
- Various office duties including, but not limited to mailing, copying, faxing, and box office processing
- Directing appropriate responses to comments and questions received via venue e-mail and social media

Requirements:

- This is an unpaid internship and must be college student or graduate greatly interested in working in Sports/Entertainment Marketing
- Must be 18 years or older
- Availability to work 20 hours a week, including outside of the office, evenings and weekends
- Working knowledge of Adobe Acrobat Reader and Photoshop a plus
- Working knowledge of Microsoft Word, Excel, PowerPoint, Publisher and Internet a plus
- Professional verbal and written communication skills
- Able to keep up in a fast paced environment
- Must be assertive, outgoing, creative, hard-working, resourceful, and an independent thinker