



RACVB Marketing Intern

Reports to: Josh, Andrea, Liz

Hours per week: not to exceed 30 hours

Responsibilities

General Marketing

- Assist with press conferences and special events
- Work information booths for Rockford tournaments and events, if needed
 - o Must be outgoing, interactive, social, enthusiastic
 - o Must be able to work events held indoors and outdoors (rain or shine)
 - o Must be flexible with days and hours available (some nights and weekends are expected)
 - o Occasionally capturing photos and videos at events
- Cover front desk responsibilities as needed
- Clerical work including filing and phone calling, in conjunction with events
- Brainstorm new marketing initiative ideas

Rockford City Market

- Social Media
 - o Facebook: 1 post per day
 - o Twitter: 2-3 posts per day (original or retweets)
 - o Instagram: 2-3 posts per week
- Eblast
 - o Update weekly eblast from template (send out on Wednesday morning)
 - o Include weekly musicians, activities, specials, gate workers, etc.
 - o Send to Liz to review before scheduling
- Press release
 - o Include information of musicians, activities, specials at the upcoming market
 - o Send to Liz to review and approve
 - o Email to specific news email list on Wednesday (same as eblast)
- Blogging
 - o At least 1 new blog post per week
 - o Include photographs
- RRStar ad
 - o Weekly ad ready to send by Tuesday 10am
 - o Update template created by Liz to include weekly musicians, activities
 - o Send to Liz before sending to RRStar
 - o Save PDF ad on server
- Radio Spot
 - o Ad due Tuesday morning for the next week's market
 - o Update template with weekly musicians, activities, promotions, etc.
- Website
 - o Update homepage weekly with same information as eblast
 - o Upload new videos each week to homepage

- At the market
 - o Attend City Market every Friday
 - o Take photos of the market (people, crowds, activities, vendors, products, musicians)
 - o Video of vendors (2 interviews per week) – interviewing
- Videos
 - o Create and post video on Monday using footage from previous week’s market
 - o Highlight two vendors at the market each week
 - o Post to YouTube, Facebook, Twitter
 - o Include on website homepage and weekly eblast

What you can receive from RACVB:

- The opportunity to receive hands-on, entry level, professional work experience
- Interaction with professional team, including a one-on-one mentoring relationship with a member of our professional staff
- Opportunities to meet and develop relationships with our vendors, destination partners, and community leaders

Basic expectations of an intern:

- Complete work as assigned and meeting all deadlines
- Routinely communicating with department staff and informing staff of any difficulties
- Work hours as agreed and giving advance notice of any necessary schedule changes
- Dress appropriately for a professional office environment
- Attend meetings as necessary
- Willingness to work in a fast-paced, team environment
- Submit bi-weekly payroll forms