



Terrebonne Parish Consolidated Government

JOB DESCRIPTION

POSITION TITLE.....: Intern (Sales & Marketing) (**Part-Time**)
DEPARTMENT.....: Houma-Terrebonne Civic Center
DIVISION.....: Sales & Marketing
CLASSIFICATION/GRADE.....: Summer Intern
REVISED.....: 03/2017
REPORTS TO.....: Sales & Marketing Manager
REVIEWED.....:
WAGES.....: Hourly

****PLEASE SUBMIT YOUR CURRENT TRANSCRIPT WITH APPLICATION *****

SUMMARY:

Provides assistance to the Sales & Marketing Manager and Sales & Marketing Coordinator in enhancing the image of the facility and promoting the facility and its events through event promotions, media releases, and marketing materials.

BASIC FUNCTIONS:

1. Initiates written and oral communications internally and externally as deemed necessary.
2. Creates news releases and feature stories about the venue and special events.
3. Offers input in the creative process for venue advertising and promotion.
4. Assists with photography for routine, as well as special event, documentation and promotional purposes.
5. Assists with updating and promoting social media and website.
6. Assist with development, promotion, and on-site execution of Summer Fun Kid's Day, an in-house produced event.
 - a. Assists with the onsite management on July 28, 2018 including set-up and teardown.
 - b. Assist with creating and maintaining vendor files.
 - c. Assist with the events sales process.
 - d. Offer input on the event marketing and advertising plan.
 - e. Assist with the coordination of event volunteers.
 - f. Observe marketing staff to gain understanding of event budgeting and event management.

OTHER REQUIREMENTS:

1. Ability to communicate well, both written and orally
2. Ability to establish and maintain effective working relationships with media, advertisers, sponsors, users, employees and the general public.
3. Ability to assist with advertising, promotion and publicity programs.
4. Ability to coordinate and assist day of show for in-house produced events.
5. Some late evenings and weekends may be required.

EDUCATION/EXPERIENCE:

1. **Terrebonne Parish resident preferred and at least 18 years of age.**
2. **Must have obtained a Junior or Senior status in the fields of Marketing, Mass Communication or Graphic Design preferable by May 2018.**
3. Working knowledge of Microsoft Word and Excel.
4. Knowledge of social media sites such as Facebook, Instagram and Twitter.