Marketing Intern – Late-Night and Large Scale Events

Application

Approximately 8-10 Hours a Week
2016-2017 Fall and Spring Semesters
Unpaid Internship

Internship Description:

- Assist the Wyoming Union Marketing Office and the Campus Activities Center (CAC) Marketing Coordinator with marketing and promotions of 7220 Entertainment events, specifically for Late-Night and Large Scale events
- Assist in developing a comprehensive marketing plan for Late-Night and Large Scale programs.
- Assist with market research geared towards gaining a better understanding of student programming interests and effective and efficient marketing strategies. Conduct research using a variety of methods.
- Assist in developing social media marketing, including assisting in the management of Facebook, Twitter, Instagram, and Snapchat accounts.
- Develop a strong understanding of new technologies and their use for marketing and advertising.
- Coordinate with Late-Night and Large Scale events committees to implement marketing for each event.
- Attend events.
- Document events via photography and video methods.
- Assist in developing and implementing programming board recruitment campaigns.
- Attend weekly meetings.
- Attend mandatory Wyoming Union trainings.
- This position requires late nights.
What are the Late-Night Events and Large Scale Events Committees?

**Late-Night Events**

The Late-Night Events Committee is responsible for providing the University of Wyoming student body with free, quality entertainment that is fun, unique and exciting, that take place during targeted prime social hours. The Late-Night Events Committee is expected to plan and execute larger scale, multi-tiered programs on specifically targeted nights and weekends as determined by the Campus Activities Center.

**Large Scale Events**

The Large Scale Events Committee is responsible for bringing large name entertainers to the University of Wyoming. The committee attempts to deliver diverse acts throughout the academic year, including speakers, musicians, comedians, and other performers. The Large Scale Events Committee is expected to generate revenue from their events in order to offset costs to allow the committee to bring more acts throughout the academic year. Large Scale Event programs should cater to the University of Wyoming and Laramie communities.
Please return this completed application along with your resume and cover letter to Kim Zafft at Zafft@uwyo.edu or drop off in the Wyoming Union Marketing Office (Union 010) by Friday, April 15th at noon.

Name: W#: 

Classification/Year: Major: 

Phone#: Email: 

Please contact Kim Zafft at Zafft@uwyo.edu or 307-766-3763 with any questions.