Marketing Intern – Weekly 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 Weekly Events.
- Assist in developing a comprehensive marketing plan for Weekly Event 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 Weekly 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.
What is the Weekly Events Committee?

Weekly Events

The Weekly Events Committee is charged for providing events and activities for the student population to enjoy on a weekly basis. The committee should be intentional in developing a comprehensive, diverse schedule of events throughout the year. This includes, but is in no way limited to: music, comedy, speakers, spoken word, trips, special events, etc.
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.