



## 2010 ROSE FESTIVAL MARKETING INTERNSHIP

**Objective:** To gain special event marketing experience by assisting marketing managers

**Length:** Approximately February 2010 through August 2010.  
Full-time/Part-time. Regular office hours are 8:00 a.m. to 5:00 p.m. Occasional overtime and extended hours on event days, including nights and weekends, required. Start and end dates and office hours are flexible based on school course load.

**Compensation:** Maximum \$800 stipend per month, college credit and event tickets.

**Important!** Portland Rose Festival events take place in the end of May & beginning of June; increased availability after May 15<sup>th</sup> is strongly recommended (and preferred) for maximum internship experience.

### Duties:

Duties vary according to the need(s) of the department and may include:

- Collect and organize all marketing materials (TV, radio, print, collateral, etc.)
- Prepare individual audits (post-event analysis) for festival sponsors by organizing marketing materials in presentation binders
- Organize schedules, meetings, mailings, files, etc.
- Assist in the communication with radio, television & print partners
- Assist with the implementation/tracking of sponsor benefits
- Assist with writing contracts and proposals
- Attend planning and brainstorming meetings with management, board members and volunteers
- Coordinate & execute sponsor hospitality functions
- Provide on-site marketing support at Rose Festival events
- Aid in strategic marketing planning for the 2011 Rose Festival
- Additional responsibilities as assigned

### Qualifications:

- General office skills including computers (Proficiency with Microsoft Word, Excel, PowerPoint, Access and Outlook), copiers, calculators and other office machines
- Organizational skills
- Strong written and oral communication skills
- Professional phone demeanor
- Well-developed conversational and social skills
- Desire and ability to work in a fast-paced, professional atmosphere

**For more information and personal testimonies, please contact these past interns:**

Adam Tenuta, 2009 Marketing Intern  
Tel: (360) 929-6254  
Email: AvTenuta@gmail.com

Laura Mears, 2008 Events Intern  
Tel: (503) 421-5705  
Email: Laurdess509@yahoo.com

**To Apply:** Send cover letter and resume by December 1, 2009 to:

Portland Rose Festival Foundation  
Attn: Marketing Internship  
5603 SW Hood Ave  
Portland, OR 97239

**The Portland Rose Festival Foundation is an Equal Opportunity Employer.**

The job description is not an employment agreement or contract.  
Management has the exclusive right to alter this job description at any time without notice.