



2012 ROSE FESTIVAL MARKETING INTERNSHIP

Objective: To gain special event marketing experience by assisting marketing and sales managers.

Length: Approximately February 2012 through August 2012.
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.

IMPORTANT: Rose Festival events take place in the end of May & beginning of June; *increased availability after May 15th is strongly recommended (and preferred) for maximum internship experience.*

Compensation: Maximum \$750 stipend per month, college credit, and event tickets.

Responsibilities 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 tracking, quantifying, and 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 2012 Rose Festival
- Additional responsibilities as assigned

Qualifications:

- Enrolled at an accredited college or university
- Superior writing, grammar and editing skills and strong oral communication skills
- Excellent organizational skills and the ability to multi-task
- Proficiency with Microsoft Word, Excel, PowerPoint, Access and Outlook
- General office skills and operation of office equipment (phones, copier, computer, etc.)
- Strong attention to detail and a demonstrated ability to take initiative
- Desire and ability to work in a fast-paced, professional atmosphere with the flexibility to change tasks as priorities require with enthusiasm and team spirit
- Ability to sit or stand for long periods of time, climb stairs, walk several miles, lift 20 to 40 pounds

For more information and personal testimonies, request an informational interview from these past interns:

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

Alina Ciot, 2011 Marketing Intern
Tel: (360) 213-3013
Email: alina_ciot@hotmail.com

TO APPLY send a cover letter explaining why you would be a good fit and resume by December 15, 2011 to:

Portland Rose Festival Foundation
Attn: Marketing Internship
1020 SW Naito Parkway
Portland, OR 97204

or send both as e-mail attachments to:
ashleys@rosefestival.org

The Portland Rose Festival Foundation is an Equal Opportunity Employer.

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