

JOB DESCRIPTION	JOB TITLE: Marketing Intern	
	Job Location: Utah Olympic Park / Oval Reports to: Venue Marketing Manager Function Area: Marketing, PR, Events	Position Code: 183 Pay Grade: n/a Type: Internship

JOB TITLE: Marketing Intern

Purpose

Assist the Marketing Team with promoting either the Utah Olympic Oval and Utah Olympic Park to increase overall branding awareness, facility utilization and associated revenues of its programs, and Utah Sport for Life principles.

We can customize the project workload to best fit the individual's course of study, schedule and availability. Project priorities includes the following: 1) Event marketing support; 2) Marketing research, data collection and analysis to improve current marketing practices; 3) Web and social media marketing efforts; and 4) Dynamic content generation (ie. video, photography, graphics, etc.) to support the efforts listed in #3.

Seeking interns for both the Utah Olympic Oval, located in Kearns, and Utah Olympic Park, located in Park City. These are non-paid intern positions. We will work with students seeking credits towards graduation where appropriate.

Responsibilities

Marketing Support

- Support Marketing Team in achieving Marketing Plan objectives and budget targets
- Assist the Marketing Team with design, promotion and implementation of community and sporting events, etc.
- Support Sales Teams and guest services on hotel vouchers, trade vouchers, donation requests and other public activity product-related projects
- Support marketing-organized photography and videography projects to increase creative assets library
- Sponsorship activation support as needed

Social Media & Digital Content


- Support new social media practices, promotions and other network opportunities
- Support website oversight and management ensuring quality and accurate content
- Identify, qualify and capture email addresses by audience, segments and prospects to grow overall internal lists
- Contribute relevant and timely blog posts as well as help manage third-party blogger content on UOLF's behalf
- Capture lifestyle and candid photography and video for social media content purposes
- Work with Marketing Team on an on-going basis to collect news, updates and other content-driven opportunities available to UOLF
- Track and analyze social media results

Marketing Research Support

- Assist Marketing Team in on-going research-based projects to help support customer information
- Manage the administering of on-site and online guest surveys
- Work on data collection and analysis to support customer segmentation projects

Events Support

- Assist Marketing Team pre-event planning and logistics; event execution and wrap up
- Work with Marketing Team on event-level advertising and marketing plan
- Track event results

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Responsibilities (cont.)

Required Knowledge and Essential Skills

- Student seeking Bachelor’s degree in Marketing, Communications, Business or other closely related field
- Experience in MS Office, Adobe Creative Suite, sales reservations, and other related software programs and platforms
- Excellent communication, interpersonal, and leadership abilities
- Ability to meet deadlines and function well under stress
- Ability to function well with supervisors, subordinates, coworkers, and the general public
- Strong organizational skills with an attention to detail and plus analytic and communication skills
- Strong self motivational skills with a passion for sport and recreation

Minimum Qualifications

- Flexible work schedule – must be available to work days, evenings, weekends and holidays
- Ability to work outdoors in all temperature/weather extremes

Physical Requirements

- Ability to lift 20 pounds
- Must be able to stand on feet for extended time
- Specific vision abilities required by this job include close vision, depth perception and ability to adjust focus
- Hearing – to converse with others in a normal conversation
- Balancing, bending, climbing, kneeling, walking, pushing, reaching above shoulders, and sitting

Required In-House Training

- UAF Orientation
- Sexual Harassment
- Drug & Alcohol
- Hazardous Communications Program

This job description is not an employment agreement or contract. Management has the exclusive right to alter the scope of work within the framework of the job description at any time without prior notice.