GENERAL STATEMENT OF DUTIES
Performs a variety of tasks relating to marketing and public relations for the Walla Walla County Fairgrounds.

SUPERVISION RECEIVED
Works under the supervision of the General Manager.

EXAMPLES OF DUTIES
The following are illustrative of the essential functions of the intern position and do not include other non-essential or marginal duties that may be required.

Market Planning and Analysis (50%)
- Engage in market analysis for a specific demographic or segment of the Walla Walla area community.
- Perform management tasks of the Fairgrounds website and ensures its accuracy, ease of use and appeal to the public.
- Conduct surveys and other data gathering activities
- Research best practices for marketing the Fair and associated events
- Basic data analysis
- Provide preliminary insights based on research
- Present findings of research and analysis

Facility Marketing & Public Relations (20%)
- Assists in producing marketing materials (advertisements, banners, posters, fliers, etc.) and overall print campaign for the Fairgrounds.
- Assists in the promotion of the Fairground facilities, including production of sales materials, client solicitation, collaborations with trade and tourism organizations.
- Provides assistance with special projects as requested and performs other duties as assigned by the General Manager.

Marketing of Annual Fair (30%)
- Assists in aspects of the annual fair marketing campaign including the development of timelines, writing press releases and producing a media kit.
- Assist in coordinating the event media buy and works with fair staff to execute commercials/ads.
Walla Walla County Fairgrounds

- Oversees the onsite orchestration of the media’s presence including management of the fair’s media office, onsite broadcasts, photographers and reporter interviews.
- Assist with the fair’s daily promotional campaigns

ADDITIONAL LEARNING OPPORTUNITY

Sponsorship Acquisition & Retention

Opportunities to observe sponsorship acquisition and retention efforts for the Fair, special events and the general facility to include joining meetings in which the General Manager will pursue:

- Obtaining new sponsors
- Contract renewals
- Coordinating and encouraging sponsorship co-ops
- Developing sponsorship ideas

REQUIRED KNOWLEDGE, SKILLS, ABILITIES

- Completed coursework and interest in marketing, public relations activities, and/or fundraising
- Completed coursework involving market planning, market analysis, and/or market publications production
- Ability to articulate the purpose, mission and needs of the Fairgrounds
- Excellent verbal and written communication skills.
- Ability to work collaboratively and/or in an independent setting.
- Ability to handle multiple tasks and day-to-day operations calmly, efficiently and in a positive, cooperative manner.
- Working knowledge of Microsoft computer programs and the ability to use common office equipment, such as adding, fax and copy machines.

Schedule and Compensation:

Interns should expect to complete 10-15 hours per week for 10 weeks during the term of internship. We understand the demands of class attendance and coursework, therefore we offer a degree of flexibility to our interns to ensure their continued success at University.

This is a paid internship.

We are proud to be an equal opportunity employer.

To Apply:

Email your resume and brief cover letter explaining why you are interested in a Marketing and Public Relations internship at Walla Walla Fair and Frontier Days, list 3-4 learning objectives for your internship and describe your career objectives.

Email: bogg@co.walla-walla.wa.us
Walla Walla County Fairgrounds

Phone Number: 509-527-3247

Mailing Address:
Walla Walla Fair and Frontier Days
PO Box G
Walla Walla, WA 99362