Walla Walla County Fairgrounds
Social Media and Event Coordinator Intern

GENERAL STATEMENT OF DUTIES
Performs a variety of tasks relating to events and social media management 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 maybe required.

Social Media Management (40%)
- Coordinating and monitoring the use of all social media programs and resources.
- Developing email communications and other online strategy projects
- Taking a lead role in the maintenance of Instagram, Facebook and Twitter campaigns
- Assisting with editing and producing graphics
- Assisting in measuring analytics
- Organizing and mapping content
- Performing market research
- Providing administrative support to staff
- Developing a strong understanding of company’s products and services

Facility Marketing & Public Relations (60%) Sample duties may include:
- Assist the department with complicated logistics for meetings, rehearsals and events, including securing location, site set-up, audio/visual needs, food and beverage, etc.
- Take on a variety of administrative projects and day-to-day tasks including mailings, assembly projects, and filing.
- Answer and deal directly with heavy volume of phone calls and emails pertaining to Event RSVPs.
- Check Constant Contact, events email and phone line for event RSVPs and updates tracking sheet.
- Manage attendee lists for events and create, print, and prepare name tags for events.
- Send out daily RSVP reports leading up to all events
- Assist in the scheduling of program tours and create site visit agendas for executive leadership, staff and donors.
- Maintain and update Events Calendar.
- Help plan and coordinate events
Walla Walla County Fairgrounds

- Create and prepare materials for all events
- Track attendees, sponsors, vendors and others for all events
- 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
- Assist with the fair’s daily promotional campaigns
- Assisting in the creation of displays
- Assist in updates to marketing and communications activities related to events
- Provides assistance with special projects as requested and performs other duties as assigned by the General Manager.

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

- 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.
- Experience with HTML coding beneficial
- Experience with Adobe Photoshop, InDesign, Microsoft Word, Excel, Outlook
- Knowledge of social networking platforms, primarily Instagram, Facebook and Twitter
- Demonstrated interest and knowledge in the fields of brand management, marketing, graphics design
- Strong attention to detail and organizational skills
- Ability to learn quickly
- 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 understands the demands of class attendance and coursework, therefore we offer a degree of flexibility to our interns to ensure their continued success at University.
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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 Social Media and Event Coordinator 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

Phone Number: 509-527-3247

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