



JOB DESCRIPTION

Job title	<i>Sales and Marketing Intern</i>
Reports to	<i>Marketing and Communications Director – Montgomery Stambaugh Director of Business Development – Jenna Koslosky</i>

Job purpose

The Sales and Marketing Intern is responsible in helping with the York State Fair’s internal and external communication as well as marketing and brand recognition. This includes managing social media platforms, creating and designing marketing materials, working on sales and sponsorship opportunities, and assisting with free attractions materials.

Duties and responsibilities

The essential functions and duties may include, but are not limited to the following:

- Manage the organization’s brand and reputation, ensuring a favorable public view.
- Help create and design marketing campaigns and promotional materials.
- Create internal publications such as newsletters, press releases, email blasts, posters, brochures, ads, and social media posts.
- Attend media interviews and events.
- Oversee social media platforms such as Facebook, Snapchat, Instagram, and Tiktok.
- Secure sponsorship assets including logos and promotional materials.
- Responsible for coordinating signage installation.
- Assisting in fulfilling sponsorship assets such as booth location, admission passes, concert tickets, marketing materials, helping to connect sponsors with their free attractions.
- Attending sponsorship & media meetings.
- Capturing photos of sponsors and free attraction moments throughout the fair.
- During the fair, the intern will check in with sponsors and free attraction contacts daily.

Qualifications

- Seeking a degree in Public Relations, Digital Marketing, Integrated Marketing Communications, or Marketing, Hospitality, Event Planning, Recreational Leisure, or Business
- Minimum 2.5 GPA
- Ability to communicate internally and externally effectively, both written and verbal
- Ability to organize and manage multiple priorities, ensuring deadlines are met
- Technical skills in strategic event planning and marketing, as well as promotions and advertising
- Must work effectively with Senior-level executives and staff; must also be able to work independently
- Must have strong interpersonal skills and good judgment and be capable of communicating with a diverse range of individuals
- Excellent computer skills including experience in MS office applications, social media expertise, and knowledge in the Adobe Suite.
- Represent strong customer service/support orientation, and the ability to maintain confidential information.

NOTE

This job description in no way states or implies that these are the only duties to be performed by the employee incumbent in this position. Employees will be required to follow any other job-related instruction requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification. To perform this job successfully, the incumbent will possess the skills, aptitudes, and abilities to perform each duty proficiently. This document does not create an employment contract, implied or otherwise, other than “at will” relationship.

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