



## **2024 Think Iowa City Special Event Internship Opportunities**

### **Marketing & Event Programming Intern (15 hrs/wk, May – September)**

Responsibilities include, but are not limited to:

- Work closely with the Director of Events and Vice President of Marketing & Communications to develop and execute a comprehensive, full-year social media plan for FRYfest including social media outlets such as Facebook, Twitter, Instagram, Tik Tok, YouTube, etc.
- Lead and attend all grassroots marketing opportunities at area events; coordinate volunteers and Think Iowa City staff (parades, farmers markets, fairs, etc.)
- Manage and track distribution of FRYfest marketing materials including posters, schedule cards, flyers, etc.
- Develop marketing strategies for various programming recruitment needs – work with Operations intern to execute
- Assist in development of sponsorship fulfillment reports
- Other related duties as assigned including: development of radio scripts, press releases, e-newsletters, etc.
- Assist the Director of Events in developing the programming schedule for FRYfest
- Develop and lead execution of various FRYfest programming elements including, but not limited to: UI DeGowin Blood Drive, Hawkeye Trivia Challenge, Product Showcase, etc.
- Attend all related committee meetings
- Other related duties as assigned

### **Event Operations & Logistics Intern (15 hrs/wk, May – September)**

Responsibilities include, but are not limited to:

- Assist the FRYfest Operations Committee in the planning and execution of FRYfest
- Compile and maintain an updated list of all FRYfest operational needs including signage, tents, maps, tables, chairs, generators, etc.
- Develop and execute various FRYfest operations/programming pieces: Kid Zone, FRYfest Bags Tournament, Concert, etc.
- Work closely with Marketing & Event Programming Intern to develop recruitment plans for above mentioned programming pieces
- Assist Marketing & Event Programming Intern in executing grassroots marketing strategies (parades, fairs, farmer's markets, etc.)
- Attend all related FRYfest Operation committee meetings and other meetings when appropriate
- Assist in the coordination/timeline development of all set-up and tear-down of event
- Other related duties as assigned

### **Think Iowa City Internship Expectations & Information:**

#### **Expectations**

- Positive attitude and high energy. Reliable, honest, and trustworthy. Work as a team player.
- A creative spirit. Feel free to share any/all ideas and concerns with the Director of Events and other staff members as appropriate.
- Attend events in their entirety.

- Hold 'safety' as the number one priority at events.
- Practice kindness and respect with all Think Iowa City staff members, Board members, city officials, vendors, sponsors, and public.
- Proficient in the use of the Internet and Microsoft Office Suite.
- Detail-oriented and thorough. Before anything goes out of the office, run it past the Director of Events and the Vice President of Marketing & Communications for proofing.
- Comply with organizational policies:
  - Attendance: notify Director of Events, in advance, of planned or anticipated absences from work.
  - Dress Code: be well-groomed and appropriately dressed for the office, and on site at events. A neat appearance is expected.
  - Smoking and Alcohol: Smoking and the consumption of alcohol are not permitted on the premises, in company vehicles, or during work hours, or at events.

### **Supervision & Chain of Command**

- Supervision Received: perform work under the direction of the Director of Events.

### **Work Schedule & Pay**

- Internship is paid
- 15 hours/week (May – September)

### **Required Date of Attendance (May-September Intern)**

- Coralville 4<sup>th</sup> Fest Parade – July 4<sup>th</sup>
- FRYfest – August 30<sup>th</sup>

### **Physical & Environmental Requirements**

- Physical requirements include sitting or standing for long periods of time. Occasionally must lift, carry, or push objects up to 50 lbs.
- Environmental requirements include working indoors and outdoors with varying weather.

### *Our Mission*

Think Iowa City advances the economic vitality and quality of life for residents and visitors as Iowa's premier destination.

To apply, please send a resume and cover letter, to Kylee Stock [stock@thinkiowacity.com](mailto:stock@thinkiowacity.com). Please be sure to state which position you are most interested in. Interviews will be conducted in March and April.