

Marketing Coordinator Intern

Celebrate Fairfax! Festival

Produced by Celebrate Fairfax, Inc.

Fairfax, VA

Company Overview:

The 501(c)3 non-profit organization Celebrate Fairfax, Inc. (CFI) will be producing the 39th *Celebrate Fairfax! Festival* on June 5-7, 2020. This 3-day event is a hybrid of a large-scale music Festival and a traditional county fair held at the Fairfax County Government Center. Featuring 7 stages of entertainment, national headliners, a carnival, 200+ exhibitors/vendors, and a variety of interactive programs.

Position Description:

The Marketing Coordinator Intern will work alongside our Program Manager to plan and implement the marketing plan for the 2020 *Celebrate Fairfax! Festival*. He/She MUST be available to work the entire weekend of the Festival (June 5-7, 2020) with other staff members.

Duties and Responsibilities:

Interns will learn and assist in the following areas, including, but not limited to -

- Help with the creation of the marketing campaign and monitor analytics to assess trends/ activity across social accounts.
- Assist with the creating on print, radio, and other media advertising agreements and designs.
- Market the event through outreach and trade deals with local bloggers.
- Answer messages that come through social media in a correct and professional way, to keep the response rate high.
- Contribute to website design and updating.
- Research similar events to stay on trend with current marketing strategies
- Provide support with event supply inventorying and purchasing.
- Support staff with administrative duties as needed and help with general set-up/ take-down for each event.

About you:

- You are creative and think outside-the-box when coming up with new ideas.
- You excel working under pressure; you do whatever you need to get the work done.
- Your time management skills are excellent: you establish priorities and organize a variety of projects simultaneously.
- You love working with a team to accomplish overall goals but can work independently too.

Qualifications:

- Currently enrolled undergraduate/graduate student.
- Able to provide own transportation and accommodations.
- MUST be able and willing to lift at least 25 lbs.
- MUST be able to work the weekend before, and during the Festival weekend, in its entirety!
- Exceptional verbal and written communications skills.
- Proficient in Windows operating systems, Microsoft Office (Word, Excel, PowerPoint, etc.)
- Photoshop and Adobe InDesign is a plus.

Time Period:

- Full-time (35-40 hours/week) and Part-Time (20-25 hours/week) positions are available during the school semester.
- Part-time must transfer to full-time hours (40 hours/week) beginning early to mid-May through June 26th.
- Internship dates to start or around January 21st through June 26th, 2020. Actual dates are negotiable.
- Longer hours may be required during the period of event setup, June 1st – June 9th.
- *Please note - that this internship position will require work the weekend prior to the event and long hours the week of, and during the event.*

Stipend:

- An honorarium of \$1,500 will apply for approved interns working 20-25 hours per week during the school semester, and 40 hours through June 26th
- An honorarium of \$3,000 will apply for approved interns working at 35-40 hours per week during the school semester, through June 26th.

How to Apply & Questions:

- Email resume and cover letter indicating where you learned of this opportunity to: info@celebratefairfax.com.
- **Portfolios with graphic design, previous social media posts, ideas, and/or mood boards are preferred.**