Job Title: Wine in the Woods Marketing Intern
Reports to: Arboretum at Flagstaff Deputy Director
Job Category: Part-time Seasonal Unpaid Intern
Schedule: 10 - 15 hours per week, March - September

DESCRIPTION

Wine in the Woods is a wine and food festival featuring Arizona wines and local eateries presented by The Arboretum at Flagstaff and the Sustainable Economic Development Initiative (SEDI). This position will assist in promoting the festival through a variety of print, radio and online media.

RESPONSIBILITIES

Marketing
- Assist in the design of print and web advertisements and communications
- Assist in the preparation of the event tasting book and other event promotional materials
- Work with local sponsors, restaurants and wineries to gather information, logos, websites and social media sites for inclusion in event materials
- Plan and implement day-of-event marketing survey and tabulate results
- Attend local events to promote the festival

Social Media
- Assist in maintaining social media presence including posting to Facebook and Twitter
- Evaluate social media coverage and expand to maximize event profile

Public Relations
- Maintain event on online web calendars; complete press forms for calendars
- Create media packets for press representatives
- Reach out to new broadcast media and print media venues
- Distribute posters and fliers for the event
EDUCATION and EXPERIENCE

- High School diploma
- Two years of college marketing or communications courses and superior writing and verbal communications skills

PREFERRED KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of Microsoft Excel, Word, Publisher and DreamWeaver
- Basic graphic design experience
- Superior organizational and communication skills
- Promptness and dependability
- Willingness and ability to learn new tasks and work with others; initiative for independent work

A valid driver’s license and reliable transportation are required

COMPENSATION

- Unpaid internship with the ability to develop significant contacts and experience working with local businesses, wineries, restaurants, and the media

TO APPLY

E-mail cover letter, resume, and two reference contacts to:

Tom Parker
Deputy Director
Tom.Parker@thearb.org
(928) 774-1442 Extension 124