



Marketing Intern Job Description Reports to: Event Coordinator

Introduction: Downtown Stockton Alliance events are designed to promote downtown businesses, support the development of nightlife in the downtown hospitality district and engage the interest of our community about downtown.

The Marketing Internship is an unpaid position designed to provide professional development opportunities to students and community members. The ideal candidate is enjoys living in Stockton, understands the Downtown Stockton Alliance mission and is passionate about promoting Downtown Stockton!

Job Summary:

Coordinate Entertainment, Activities and Volunteers for Downtown Stockton Alliance events.

- Expectation: Recruit performers, activities and volunteers for fall programming.
- Expectation: Negotiate contracts with performers, rental companies, partners and sponsors.
- Expectation: Support development of event logistics.
- Expectation: Lead pre-event volunteer briefings for fall programming.
- Expectation: Brief staff on event details with Marketing Director, Event Coordinator, Outreach Coordinator, Ambassadors and Maintenance.
- Expectation: Submit updated information and event details for DSA Event Calendars.

Maintain excellent records of all Special Event information/data.

- Expectation: Accurately record event logistics, contracts and related materials in Event Worksheet and Binders.
- Expectation: Maintain volunteer applications and accurately document volunteer hours.
- Expectation: Maintain open and honest communication with Event Coordinator and Marketing Director at all times.

Collaborate in production of The Downtowner and promotional publications.

- Expectation: Research, if necessary, topics to be covered in available printed and online resources as well as through interviews.
- Expectation: Proof and fact-check materials to be published.
- Expectation: Write stories and articles as assigned for publication in The Downtowner.
- Expectation: Help with taking/collecting photos and video materials promoting Downtown Stockton and special events taking place in downtown
- Expectation: Create simple graphic design projects and forms.

Spring/Summer 2011 Projects:

Event Coordination:

- Develop entertainment, venue and activity line up for Art Walks, College Nights, and Taste of San Joaquin
- Performer recruitment and entertainment booking
- Recruit volunteers for special events.
- Brief staff on event details with Marketing Director, Event Coordinator, Outreach Coordinator, Ambassadors and Maintenance.
- Respond to inquiries from potential vendors and entertainers
- Budget maintenance
- Confirm contracts prior to events

Marketing:



- Support growth of social network relationships via YouTube, Facebook, Twitter, etc...
- Pitch story leads and articles for bi-monthly E-lerter and monthly Downtowner
- Contribute to marketing material development
- Submit calendar updates for online and print publication and help with posting downtown events to various community calendars
- Write positive, honest reviews of businesses currently listed on Yelp
- Enter key search terms into Alliance business directory to make it more "searchable" and user friendly

Event Support and Recruitment:

- Support DSA Events Package processes.
- Develop leads for recruiting new events.

Knowledge, Skills and Abilities/Credentials and Experience:

- Ability to speak and write clearly and concisely in English.
- Ability to proof read texts and correct spelling and grammar.
- Ability to work well under pressure and meet office deadlines.
- Experience in delivering excellent customer service and training others in service standards.
- Must be at least 18 years of age and have High School diploma or GED.
- A valid California Driver's License.
- Ability to pass a drug test and background screening.
- Working knowledge of Microsoft Word, Outlook and Excel.

Physical Requirements and Working Conditions:

- Extended periods of walking and/or standing.
- Circulation throughout the downtown on foot and support for special events, outside in a variety of weather conditions, is required.
- Hours will vary extensively from the standard 8 am – 5 pm day, Monday – Friday week, including some evenings and weekends during events.
- Must be able to lift at least 25 lbs.