



## Marketing and Social Media Intern

### Internship

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Internship would begin in January 16, 2012 and end July August 3, 2012 (Two 15-week blocks). This is a full-time position; regular office hours are 9:00 a.m. to 5:00 p.m. Occasional overtime and extended hours should be expected leading up to and during the event, including nights and weekends. **Start and end dates, as well as office hours, are flexible depending upon program requirements.**

### Compensation

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A maximum of a \$1,000 stipend per 15-week block and an all-access pass to Festival events. College credit may be available; consult with your college advisor as to the specific requirements for course credit.

### Responsibilities

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Tasks will vary according to the needs of the Marketing & PR Manager, but may include:

- Assist in the Creation of the social media strategy with the Festival's Marketing Committee, coordinate with stakeholders across the Committee ensure its effectiveness and encouraging adoption of relevant social media techniques into the Festival culture and event ticket sales and services
- Work with the team to ensure social media tools (for ex. FB connect, Sharing buttons) are kept up to date
- Manage social media campaigns and day-to-day activities. Duties include online advocacy, promotions, community-outreach efforts, etc.
- Manage presence in social networking sites including Facebook, YouTube, Twitter, and other similar community sites, posting on relevant blogs, and seeding content into social applications as directed by the Marketing & PR Manager and other Committee members
- Become an advocate of the Festival in social media spaces, engaging in dialogues and answering questions where appropriate
- Monitor effective benchmarks for measuring the impact of social media programs, and analyze, review, and report on effectiveness of campaigns in an effort to maximize results
- Regularly report back to the committee insights gained from social media monitoring into the Marketing program, assist with strategies in a timely fashion.
- Monitor trends in social media tools, trends and applications
- Assist Marketing & PR Manager in electronic and print initiatives as directed – materials, live and taped feeds – TV and radio production – in studio and on-site

### Qualifications

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- Strong project management or organizational skills
- Strong knowledge and understanding of social media platforms and their respective participants (Facebook, Digg, YouTube, Twitter, Flickr etc.) and how they can be deployed in different scenarios
- Ability to effectively communicate information and ideas in written and verbal format, and build and maintain relationships
- Team player, with the confidence to take the lead and guide other departments when necessary
- Good technical understanding and can pick up new tools quickly
- Have a good knowledge of principles and best practices related to SEO, Public Relations, Marketing, Sales, Community Management. Classes and experience in these area a plus.

### To Apply

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Send application, cover letter and resume by November 1, 2011 to:

National Cherry Festival  
Susan Wilcox Olson, Marketing & PR Manager  
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Traverse City MI 49684

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