



INDIANA STATE FAIR

Title: Marketing Intern

Internship Dates: Mid to late May through the end of the State Fair.

Paid Internship

General Description: The Marketing Interns report to the Director of Marketing and other marketing department employees. As one of two interns, the marketing intern will have several tasks including, but not limited to, assisting with the planning and implementation of advertising tactics and methods for the 2019 Indiana State Fair Media Plan, assistance with program distribution implementation, brand standardization and more.

Responsibilities:

1. Assist with the execution of the Indiana State Fair Media Plan
2. Overall support of the Marketing Department.
3. Assist with graphic design needs as they arise.
4. Assist with data collection and input into ISFC data management system.
5. Coordinate and organize program distribution plan for the Indiana State Fair.
6. Organize and compile photos of the 2019 Indiana State Fair.
7. Assist with the FAIRs Care and Summer Library Promotion programs.
8. Assist with implementing the Indiana State Fair Social Media plan.

Qualifications: The incumbent must be at least 18 years of age. Preferred areas of study include Advertising, Communications, Marketing or a related field. Graphic Design and Adobe program knowledge is preferred. Ideal applicant will be personable and able to work well both independently and as a part of a team.