

2009-2010 Marketing Internship

Campus Recreation

Internship Charge and Responsibilities

Specific duties (in no particular order):

- Work with program areas to help market their events
 - Oversee the distribution of information to the University and local communities
 - Manage the Campus Recreation Facebook page
 - Assisting with the management of facility digital signage for promotions and advertising
 - Assisting with the marketing of the new Activities and Recreation Center (ARC)
 - Assisting with the solicitation and fulfillment of sponsorships
 - Helping develop marketing plans for Campus Recreation
 - Overseeing the advertising placement plan
 - Changing out promotional materials at all facilities on a regular basis
 - Managing Campus Recreation's public posting policy
 - Positively represent Campus Recreation at outreach events (info fairs, health fairs, etc).
 - Participating in marketing staff meetings that might involve brainstorming, deadlines, action plans, etc.
 - Assisting with Campus Recreation special events or other targeted areas as needed
 - Other duties as assigned
-

Qualifications

Strong leadership and interpersonal skills

Takes initiative and works well without direction

Demonstrated communication skills, verbal and written

High academic achievement (preferred minimum GPA of 3.0/4.0)

Related work or educational experience

Educational Status: Preferred status of junior or senior

Time Commitment: Academic Year 2009-10, maximum of 12-15 hours per week

Internship Objectives

Create working knowledge for individual in the following areas:

- Learn to work with "clients" and meet their needs, as in the real world
 - Enhance event planning and event management skills through theme skates, promo nights, etc.
 - Plan and conduct marketing meetings with professionals
 - Develop sales skills through dashboard and guide sponsorship program
 - Work in the day-to-day operations of a marketing office, learning the small things that take place (postings) to the large things (creating a strategic plan for a program).
-

Compensation

Compensation complies with current University of Illinois at Urbana-Champaign policies on part-time student hourly wages. Please indicate on your application if you are eligible for Federal Work Study.

Pay Rate: \$8.25

This internship position is available for the 2009-2010 academic year.

For full consideration, please submit application by **February 23, 2009 by 5:00pm.**

Application, resume and letter of interest can be submitted to Erik Riha at eriha@illinois.edu; mailed to Activities and Recreation Center; Suite 1430, MC-556; 201 E. Peabody Dr; Champaign, IL 61820; or faxed to 217-244-4004.

Application materials and additional information are available on the Campus Recreation website at www.campusrec.uiuc.edu/employment/grad_int.html.

Questions regarding the Campus Recreation Marketing Internship can be directed to Erik Riha at (217) 244-3415 or eriha@illinois.edu.