



**NEBRASKA STATE FAIR
POSITION DESCRIPTION
"MARKETING INTERN"
As of June 26, 2023**

I. OVERVIEW

The Marketing Intern will assist in developing market strategy, media relations, social media plans, website development, and public relations plans to promote and support the Nebraska State Fair, Aksarben and additional events as assigned. This position reports to the Marketing Director in Grand Island, Nebraska.

A successful candidate will have a strong social media background. The individual needs to be self-motivated with a desire to organize social media assets, conduct interviews, and coordinate marketing efforts with multi-faceted media outlets.

Duties of the Marketing Intern focus heavily on Media and Social Media assets. The individual will work closely with the Marketing Director to accomplish each task.

A. STRATEGY-Assist in

- Constructing the long-term strategic promotional plan for Nebraska State Fair.
- Development of monthly social media plans.
- Nebraska State Fair media planning.
- Planning and writing press releases.
- Communication efforts with Agencies and Media.
- Participate in Nebraska State Fair Staff planning meetings.
- Coordinating the development of social media posts, photos, videos, and interviews during the Nebraska State Fair

B. TACTICS

- Provides creative ideas in the development of marketing materials.
- Oversees social media and the website daily.
- Coordinate social media campaign with all State Fair Departments.
- Assists in updating the website.
- Coordinate media efforts on a daily basis for the 11 day State Fair.
- Helps to coordinate and write shot sheets for onsite photographer(s).
- Ensures collection of necessary clippings or affidavits promptly from paid media.
- Secures interviews of newsworthy individuals during State Fair.
- Prepares post-Fair evaluation.

II. EDUCATION & EXPERIENCE

Experience in social media, marketing, communications, public relations, journalism, or related business field is preferred. This position prefers knowledge, experience and strong skills in digital technology, media, design, various computer programs, and excellent verbal and written communication skills.

III. WORK ENVIRONMENT / TIME DEMANDS

The majority of work is performed in the Nebraska State Fair Offices within the Nebraska Building or on Fonner Park grounds. A normal work week will be 15-40 hours. The incumbent will need to be on the grounds during the 11 days of the Nebraska State Fair and 4 days of Aksarben. The position time frame is current, through September 30, 2022 and is a paid position.

Please send cover letter and resume (include 3 references) to rmassie@statefair.org.