



Fall Internship Marketing/Communications and Event Operations

Synopsis:

This internship is designed for the student to get a broad-based view of event planning and marketing/communications in a professional setting for a non-profit organization. The student will gain an understanding of various marketing strategies available without the presence of a sizeable budget. The student will also learn the stages and operations associated with planning the event. Finally, the student will understand and demonstrate professionalism, preparation, and perseverance.

Responsibilities:

The Fall Intern Staff will aid in marketing the Kansas Senior Games, Winter Wonderland 5K, and the Topeka Corporate Games by completing the following tasks under the supervision of the Executive Director and Director of Operations.

- Research, coordinate, and implement marketing and promotional campaign for all special events.
 - Research various outlets to gain knowledge of marketing opportunities available.
 - Use internet resources to locate opportunities for our organization to have a visible presence.
 - Locate and schedule onsite promotional opportunities at community events, festivals, or any applicable event.
- Build and update an Excel Spreadsheet consisting on contacts for email marketing campaign.
- Build and maintain relationships with potential organizations within the state of Kansas who have the resources to assist in marketing our event to potential athletes. (Examples: Running clubs, schools, etc.)
- Facebook/Social Media – Update and maintain the KSG Facebook and SSG Facebook/Twitter/Instagram to increase visibility and create awareness.

The Fall Intern staff will assist in making preparations for the Kansas Senior Games and all SSG Special Events. Some responsibilities will include:

- Take inventory and prepare supplies for all sport tubs.
- Assist in creating and updating email marketing campaigns using Constant Contact.
- Help create Venue Notebooks for all sports.
- Recruit and schedule Volunteers
- Clean and prepare various event supplies; coolers, shade tents, etc.

The intern staff will work approximately 10-15 hours per week. Weeks that we are hosting events, staff will work office hours as well as events on the weekend. Staff will be allowed to set their own schedule and communicate with the Director of Operations regarding any scheduling conflicts for revision. Please note hours will vary, some weeks will require more than 15 hours, while some may require less. The staff is expected to work some weekend hour before the events for promotional opportunities.

Timeline of Internship:

September:

- Research possible community events to promote the Games.
- Hang Posters and take brochures to businesses/organizations in Topeka and surrounding communities.
- Volunteer Recruitment for all events.
- Assist in creating Venue Notebooks.
- Prepare supplies for all sport tubs.
- Kansas Senior Games!!
- Assist with post event wrap up, including results, clean up, etc.

October:

- Research possible promotional opportunities for Winter Wonderland 5K.
- Being researching different ways to promote the Topeka Corporate Games.

November:

- Prepare supplies for Winter Wonderland 5K.
- Assist with any preparations for the Sunflower State Games.
- Winter Wonderland 5K!!
- Assist with post event clean up from Special Events

Fall Intern Notebook:

- Interns must maintain a daily journal consisting of a brief paragraph outlining each day's tasks and assignments.
- Intern will organize in notebook form a summary of their major assignments from the semester. The notebook will be compiled in both electronic and paper form to be submitted at the end of the internship.