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**The Tri-States Premier Race Timing and Production Company**

Sports Marketing & Development Internship

Job Description

**Job Title:** Marketing & Communication Intern

**Supervisor:** Race Director

**Summary of Responsibilities:**

The Marketing & Events Intern will coordinate and implement specific activities for race’s and ancillary events hosted by Rise Up & Run. This position will assist the race director with event logistics, race day operations, marketing, & public relations.

* Responsible for meeting event goals set by the race director
* Assist with race day coordination of vendors, volunteers, sponsors, and community organizations.
* Responsible for ensuring that tasked operational logistics are completed to the standards set forth by the race director.
* Responsible for the development of non-traditional ancillary opportunities for assigned events.
* Responsible for specific components of event planning including, but not limited to, organizing outside vendors, creating a race management schedule, & facilitating/overseeing set up and cleanup of specific events hosted by Rise Up & Run.
* Assist with the coordination of the race day volunteer program.
* Create a marketing and public relations campaign designed to create awareness and promote events managed by Rise Up & Run.
* Responsible for the development of a social media campaign involving Facebook, Twitter, LinkedIn & Instagram for each event.

**Qualification:** Asecond semesterJunior or above with a major in Advertising, Marketing, Event Planning, Sports Management or related field. A minimum GPA of 3.0 & involved in an extracurricular activity. Must have an understanding of the concepts and strategies used for the development & implementation of an organizational, marketing, event or strategic plan.

**Skills:** Must be proficient in Microsoft Word, Excel, and Outlook. Must a high level understanding of the different social media outlets and their intended markets. Must have strong communication & organization skills and be able to perform light physical labor during set up and cleanup of events.