

Greensboro Coliseum Complex Internship

The Greensboro Coliseum Complex is a multi-building facility designed to serve the citizens of Greensboro and the surrounding area through a broad range of activities, including athletic events, cultural arts, concerts, theater, educational activities, fairs, exhibits, and public and private events of all kinds including conventions, convocations and trade and consumer shows. It is both a primary center of activity for the community and a leading economic generator for this region.

Position: Marketing/Communications Intern

Description: The Greensboro Coliseum Complex is looking for a qualified intern to join our marketing/advertising team. The Marketing/Communications Intern will assist the Assistant Deputy Director, Advertising Manager, PR Manager and Advertising Specialists as essential parts of the marketing team. Interns will get a hands on look into what goes into promotions and advertising campaigns at a multi-building facility.

Projects may include maintaining a presence for the Coliseum on social networking websites and event calendars; assisting with media relations and press; participating in strategic planning and special events; help promote the Coliseum events by organizing promotional efforts both internally and on a grassroots level; and assist with daily administrative duties. Interns should be adaptable and quick learners who are prepared to work in a fast-paced environment. A desire to work in the entertainment/sports industry is a must. Please note this will be a semester long internship.

Responsibilities:

- Work with the Advertising Manager & Advertising Specialist on all promotions and projects for upcoming events
- Utilize Photoshop, InDesign, & Illustrator to make promotional graphics for all events at the Coliseum. This will include print ads, posters, flyers, social media, email blasts etc.
- Work with the Advertising Specialist at events as a media liaison and act as the social media coordinator for the night
- Assist in the distribution or delivery of marketing materials
- Provide support, content creation and monitor all Coliseum social media accounts

Qualifications:

- Undergraduate student majoring in Business/Marketing, Communications/PR preferred but not required
- Experience in graphic design including Photoshop, Illustrator, InDesign is a plus but not required.
- Excellent verbal and written communication skills
- Ability to take direction and multi-task in a fast pace work environment
- Availability to work at least 8 to 10 hours per week at the Coliseum with occasional availability on weekends and special events. Some special Coliseum events are mandatory depending on semester.
- Candidates must be based in the Triad (during the semester) and have reliable transportation to work out of the Coliseum offices. Parking will be provided.

Start Date:

Summer Internships: June 1st

*Position open until filled, requires 4 – 6 month commitment.

Hours: Availability to work at least 8-10 hours per week at the Coliseum with some availability on nights and weekends. Some special Coliseum events are mandatory depending on semester. Working one event per month will be required.

Compensation: This is an Unpaid/Volunteer internship

To Apply: Individuals interested in the Marketing/PR Internship with the Coliseum should forward their resume and all applicable information regarding their college internship program to ausley.allison@greensboro-nc.gov. Please enter *“Coliseum Marketing Internship”* in the subject line.

Hiring Manager

Ausley Allison - Advertising Specialist

336-209-3768

ausley.allison@greensboro-nc.gov