

# OHIO STATE FAIR ENTERTAINMENT MARKETING INTERN

PAID, REAL-WORLD EXPERIENCE



## QUALIFICATIONS

- Candidates with two years of college education are preferred. Ideal majors include public relations, communications, journalism or marketing.
- Candidates should be organized, self-motivated and reliable. Additionally, an ideal member of our team will be personable and able to work well both independently as well as a part of a group.
- Candidates should respect deadlines, be detail-oriented, conscientious and know how to follow through.
- Experience using software such as Microsoft Office (Word, Excel, etc.). Desktop publishing or design software experience, such as using Adobe InDesign and Canva, is a plus. Knowledge of Associated Press (AP) writing style and excellent grammar are desired.

## RESPONSIBILITIES

The **Entertainment Marketing Coordinator** will jointly work for both the entertainment director and the marketing director at the Ohio State Fair, spending their time in both departments working on a variety of tasks such as:

- Assisting with event and competition organization including:
  - Coordination of the annual homebrewed beer competition to be held on Saturday, June 3; extended hours may be required
  - Arranging details for special events held during the Ohio State Fair such as Opening Ceremony, the Pork Rib-Off, etc.
- Complete administrative and clerical tasks as needed such as maintaining databases for ticket distribution, communicating with entertainers, developing a list of photography needs for the Fair's photographer
- Work backstage at big-name concerts assisting with numerous tasks from crowd control to production
- Assist with concert marketing by developing and implementing social media, email and other marketing techniques to sell concert tickets to appropriate audiences
- Help to coordinate daily parade during Fair by writing parade scripts and selecting and communicating with daily parade marshals
- Coordinate the Fair's community program, which distributes complimentary tickets to organizations serving those in need
- Assist with entertainment reporting using Ticketmaster tools
- Assist with media relations during the Fair, pitching stories and escorting members of the media throughout the grounds to cover stories
- Populate the Fair's mobile app using the application's backend content management system

## TIMING

- Working hours will be Monday - Friday from 8 am to 4:30 pm in May, June and July. (School schedules will be taken into consideration when determining a start date, which shall be no earlier than May 8). Interns are required to work weekend shifts on Saturday, June 3, July 15 and 22, and Sunday, July 23, 2017.
- During the 12 days of the Fair, which will be held July 26 - August 6, 2017, extended hours will be required (typically a 12-hour shift each day.) Interns cannot take time off during the Fair. The entire internship cannot exceed 14 weeks.

## COLLEGE CREDIT

- Does your college or university offer course credit for internships? Your supervisor can complete any necessary paperwork to ensure that you get the credit you deserve.

## HOW TO APPLY

- To be considered, please send your résumé to Alicia Shoults, Ohio Expo Center, 717 E. 17th Avenue, Columbus, Ohio 43211 or [a.shoults@expo.ohio.gov](mailto:a.shoults@expo.ohio.gov). The deadline for receipt is Monday, February 6, 2017. Interviews will be held shortly thereafter.

## QUESTIONS?

- Contact Alicia Shoults, 614-644-4011 [a.shoults@expo.ohio.gov](mailto:a.shoults@expo.ohio.gov)