Marketing and Event Management Intern
Job Description

Overview
North Carolina Rail-Trails (NCRT) is seeking a Marketing and Event Management intern to prepare for their annual 5K fundraiser and help with general marketing of the nonprofit and their mission. The intern will gain valuable skills in relationship building, marketing, planning and organizing events, budget management and volunteer coordination.

Reports to
Executive Director

Overall responsibility
The special events intern will be responsible for laying the groundwork for a successful 5K fundraiser, updating NCRT’s web presence and reaching out to younger members with social media.

Term of employment
The intern will work a total of 400 hours between June 3 and August 12. Preference is given to rising juniors, seniors and graduate/professional students.

Qualifications (necessary skills and experience required)
Applicants must be proficient in all Microsoft software applications and have above-average communication and organizational skills. He or she must also be able to multitask, think outside the box, think on their feet and troubleshoot problems. The intern also needs a friendly & outgoing personality, the ability to work independently, problem-solve and multi-task, a willingness to supervise volunteers, and have a very strong attention to detail.

Responsibilities
Event responsibilities: Preparation for the event will include working with a graphic artist on the event logo, creating a marketing plan and budget for the event, creating a facebook presence for the event, set up online event registration and begin marketing for participants, writing press releases on the event, and obtain event permits. He or she must be willing to ask for sponsorship donations for the events raffle. The intern will also draft a thank you letter to participants and sponsors and also write a short report about lessons learned and recommendations for the next event.

General Marketing responsibilities General marketing responsibilities will include updating existing web content, creating new web content, search engine optimization, ramp-up facebook presence, write press releases as needed, create new or update existing presentation materials (PowerPoint, tabling, brochure, etc.) and work at least one information event.

Compensation
This is a paid internship. A stipend of up to $3,000 for an undergraduate and $3,300 for a graduate student is offered based on qualifications and experience of the applicant. The intern will work a total of 400 hours between June 3-August 12, 2013. Preference is given to rising juniors, seniors and graduate/professional students.

How to Apply
To apply, please submit a cover letter and resume to Carrie Banks, executive director at North Carolina Rail-Trails, by email at execdirector@ncrailtrails.org. Please email with any questions.

This Max Mukelabai diversity internship program is funded by Z. Smith Reynolds Foundation and private individuals. The application deadline is Friday, March 1, 2013.