

# IOWA EVENTS CENTER INTERNSHIP PROGRAM

**JOB TITLE:** Marketing/PR Intern

**REPORTS TO:** Marketing Manager

**HOURS:** Approximately 20 hours per week.

**COMPENSATION:** Paid Internship: \$8/hr.

**SUMMARY:** Are you an outgoing, organized college junior, senior or graduate student looking to enhance your skills in the Marketing or Public Relations fields? Do you enjoy concerts and live events? Would you like experience publicizing the facility and/or events through a variety of traditional and non-traditional means? Do you know what “traditional and non-traditional means” are?

## YOU HAVE:

- Interest in Marketing, Communications, Management, Sports Management or Hospitality
- GPA of 3.3 or above (highly desired)
- Active involvement in campus and/or leadership activities
- Excellent communication, organization and interpersonal skills
- Working knowledge of Word, Excel, PowerPoint and Photoshop
- Attention to details
- A ‘can-do’ attitude, a strong desire to learn and self-motivation
- The ability to work in a fast-paced environment
- A creative eye for memes, hashtags and other social media trends

**Brainstorm Guru**



**Master of Creativity**



**Food Connoisseur**



## OPPORTUNITIES WE CAN OFFER:

- Understand how to conduct marketing research through phone calls, emailing, searching the internet and conducting meetings with various individuals within the market
- Content creation for Wells Fargo Arena and Iowa Events Center Facebook, Instagram, Twitter, Snapchat, Blog and Text Club
- Assist in developing and implementing event marketing plans and promotions
- Participate in grassroots marketing, including distribution of flyers, hanging posters and creating relationships with various retailers to promote events
- Attend meetings that include brainstorming sessions and explain how to execute public relations event ideas
- Assist department in gathering press clips
- Perform variety of event day responsibilities within the Marketing Department



## TO APPLY:

Send employee application, cover letter, portfolio of work samples and resume to:  
**Viki Arias, Marketing Manager**  
Viki\_Arias@ComcastSpectacor.com

## FY 17-18 RECAP

# 476

TOTAL EVENTS

WFA = 138 | CONVENTION CENTERS = 338



# 1,106,102

TOTAL ATTENDANCE



# 551,936

IN CURRENT DATABASE

STAFF BY  
THE NUMBERS



# 784

PART TIME

# 88

FULL TIME



FINAL RECORD

# 33-27-10-6



FINAL RECORD

# 24-26



FINAL RECORD

# 11-3