

Iowa Events Center

INTERNSHIP PROGRAM

JOB TITLE: Marketing / PR Intern

REPORTS TO: Marketing Manager

HOURS: Approximately 20 hours per week

COMPENSATION: Paid Internship

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, 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 Kepler, Marketing Manager
Viki.Arias@spectrapx.com

FY 18-19 RECAP

467

TOTAL EVENTS

WFA = 141 | CONVENTION CENTERS = 326



1,057,778

TOTAL ARENA ATTENDANCE



488,000

IN CURRENT DATABASE

STAFF BY THE NUMBERS



957

PART TIME

85

FULL TIME



FINAL RECORD

37-26



FINAL RECORD

20-30



FINAL RECORD

12-2