



**ALAMEDA
COUNTY FAIR**
JUNE 16 - JULY 9
PLEASANTON

POSITION: Marketing Intern

SALARY: \$18 per hour

POSITION DESCRIPTION:

Marketing Intern is a seasonal, part-time position beginning in April and concluding mid July. The position is designed to offer individuals a real, hands-on experience working in Marketing. The schedule is flexible and starts at approximately 15-25 hours per week from April through May, then increases to 35-40 hours per week during our annual Fair (June 16-July 9). Working early, late and/or weekend shifts, as needed, is required. Responsibilities include providing support to the Marketing team in a variety of efforts related to the annual Alameda County Fair. A qualified candidate will be organized, detail-oriented, deadline-conscious and able to multitask.

We are looking for a dedicated team player with great people skills and a “can-do” attitude.

RESPONSIBILITIES:

- Support the Marketing department in day-to-day operations
- Assist with contests and promotions
- Create spreadsheets and edit word docs
- Assist in the implementation and analytics of the overall Social Media Campaign
- Create labels, tags, documents, etc. as needed
- Assist with promotional mailers & raffle prizes
- Order & monitor supply of promotional giveaway items
- Prep supplies for events
- Community Relations at public events to promote the Fair (requires weekend and evening shifts periodically)
- During Fair help with concert coordination
- Help the PR team host onsite media representatives during Fair

QUALIFICATIONS:

- Marketing, communications for PR major
- Interest in learning marketing in the entertainment industry
- Ability to work occasional weekends
- Excellent communication skills
- Organizational skills
- Team player
- Detail oriented
- Ability to multitask
- Ability to work independently in a fast paced environment
- Proficient in Microsoft Office Suite, Google Suite, Facebook, Instagram, Twitter, Snapchat, TikTok, Instagram
- Excellent communication and writing skills
- Ability to lift up to 30lbs.

Alameda County Fair Association, a non-profit organization, is an Equal Opportunity Employer and encourages all qualified persons to apply.

Send resumes to jobs@alamedacountyfair.com or to Traci Brumm, Alameda County Fair Association, 4501 Pleasanton Avenue, Pleasanton Ca. 94566 or Fax (925) 426-5192