

CDA Center: Public Relations & Event Coordinator

Work Scholar Description

Employment Levels

<i>Entry Level</i>	<i>Intermediate Level</i>	<i>Skilled Level</i>
Characterized by highly structured tasks or outcomes, relatively low level or number of skills required, typically repetitive or routine tasks and requiring direct supervision of worker results	Involves less direct supervision than entry level, more work variety, and requires some independent exercise of judgment along with an increasing knowledge of the job.	Work is typically skilled, requires little direct supervision, requires independent judgment on procedures, has variety, includes training others, and the expectation of contributions toward improvement of the way work is carried out.

In what employment level does this position fall (circle one)?

Entry Level



Skilled Level

Intern Position: CDA Center: Marketing/Event Project Management

Describe the duties of this position.

The selected intern will be responsible for assisting with general CDA Center marketing projects during the fall term and coordinating the annual *LCSC Alumni and Friends Golf Scramble* during the spring term.

Public Relations (Fall Semester)

- CDA Center fall marketing survey
- Develop marketing/advertisement plan with Director
- Serve as LC representative to regional chamber marketing events
- Cooperate on updating CDA Center Facebook Account
- Manage CDA photos/marketing materials
- Assist with Alumni marketing
- Co-coordinate fall alumni event
- Assist with (written) LCSC updates to Region 1 legislators

CDA Center: Golf Scramble Oversight (Spring Semester)

- Establish timeline for deadlines and tasks that need to be completed throughout the entire year Create and manage an event budget
- Secure venue: CDA Public Golf Course
- Create/Update brochure, posters, website and all marketing pieces for event
- Secure a minimum of 18 hole corporate sponsorships (\$250- \$500 per sponsorship)
- Includes: Communication with business partners about event details and approving and receiving company logos, team/player names, tee bag prizes, tee signage and inclusion in all marketing materials
- Contact local businesses and golf courses to secure raffle items for event (50-60 total)
- Includes: Writing a fundraising letter, initial asks, follow up calls, emails and visits, Coordinating
- Secure a minimum of 18 teams of four to golf
- Secure a local restaurant to provide lunch or dinner
- Work with local sign company to create/edit/print signage for event, hole sponsor, and raffle signs
- Make up tee bags for golfers with sponsor's marketing materials and LCSC giveaways (up to 144 in total)
- Provide periodic updates to Director and/or staff on event organization and progress
- Oversee entire event from start to finish!
- Includes: LCSC staff, faculty and student volunteers and player coordination, event logistics with corporate sponsors, games and fundraisers at holes and all day of responsibilities.

List the learning opportunities for this position.

We hope and expect that an intern would gain skills in public relations, event management, marketing, fund raising, and volunteer coordination. In addition, the intern will have an opportunity to be engaged with a professional team and gain entry level understanding of higher education administration and office procedures.

What qualifications are required for this position?

The ideal candidate will be a student with a major focus area in Communication Arts or Business Administration with a demonstrable record of academic achievement. They should be able to document some general knowledge of marketing with some experience in event oversight—even if that event(s) has not been solely managed by the candidate. The applicant should be able to work in a fast paced environment, professional environment, where everyone embraces a philosophy that you are only as successful as your colleague's success. The candidate should be able to work flexible in their weekend scheduling and be a licensed driver.

What skills are required for this position?

We expect the intern to have excellent organizational, written and oral communication skills. Basic word processing and an understanding of excel spreadsheets (data management) is ideal.