

SAN DIEGO BUSINESS JOURNAL
Direct Paid Internship
Marketing
Graduate/Undergraduate Students
\$8.00 per hour

The award-winning San Diego Business Journal offers a great internship opportunity open to a graduate and/or undergraduate student to serve as Events Intern.

Events Intern Job Description:

I. Marketing Event:

- A. Direct mail marketing: mail merge letter with database created, print color nominations forms, create labels, and package envelopes for distribution.
- B. Manage return nominations by creating list for daily door tracking, updating nomination database, and creating judging binders for the judging of nominations.
- C. Work with Events Manager to set daily, weekly, and total nomination goals.

II. Event Sales:

- A. Contribute to the creation of an event letter that goes with a matching event ticket order form to send out to potential event attendees.
- B. Mail merge letter for ticket sales with same database as used for marketing the event, along with all nominees, and send with ticket order form.
- C. Follow up with all companies to register attendees.
- D. Work with Events Manager to set daily, weekly, and total ticket sales goals.

III. Registration and Event Day Tasks:

- A. Put all name badges in alphabetical order and sort in event "name box".
- B. Mark all name badges with sponsor, nominee, past honoree, etc. according to the database.
- C. Review pre event details with Events Manager
- D. Arrive day of event to meet event manager at venue to start registration set up and event set up.
- E. Help in the break down of all computer equipment and printers.
- F. Help in the break down of the event, signage, computers, badges, etc.
- G. Sort all badges left into appropriate boxes.

IV. Administrative

- A. Provide administrative and organizational support to the Events Manager.
- B. Continually review all event flyers to remain up to date with date changes and information changes.

- C. Manage, update, review, and data enter all contacts in the event databases.
- D. Help in gathering of all event items and loading event manager car.
- E. Attending all necessary venue meetings, sponsor meetings, pre-event meetings.
- F. Make sure we always have the right number of badges, ribbons, and sleeves for events registration.
- G. Consistently handle and return any emails or calls in your voicemail and inbox.
- H. Assist in pick up and deliver of event promotional items. (Flyers, banners, signage, etc.)

V. Skill and Ability Requirements:

- A. Ability to work under pressure on own initiative, to deadlines, and without close supervision.
- B. Ability to work as a team within the events department and business journal as a whole.
- C. Strong written communication skills
- D. Professional telephone manner.
- E. Confident user of Internet explorer and office products.
- F. Confident user of Web.
- G. Ability to learn skills quickly
- H. Ability to prioritize
- I. Ability to work flexible hours, depending on the demand of the current event.
- J. Ability to complete tasks in an efficient manner

To apply for this position please send resume to Sara Wiese at swiese@sdbj.com.