

SAMPLE INTERNSHIP DESCRIPTION – NOT CURRENTLY OPEN – FOR INFORMATION ONLY

Marketing & Public Relations Internship Muddy Boot Organic Festival

The Muddy Boot Organic Festival is an annual celebration of sustainability, spirituality and community in Southeast Portland, September 10-12, 2010. Sponsored by St. Philip Neri Catholic Church, we are a grassroots event now in our fifth year. The Muddy Boot Organic Festival features a keynote speaker, music, food, beer and wine, children's activities, workshops, panel discussions and vendor booths. Our aim is to educate and inspire commitment to sustainable and healthy living and stewardship of our planet. We are seeking a Marketing & PR Intern.

This internship is a great on-the-job learning experience for a Communications, Marketing or Environmental Studies major. We cannot offer pay for this position, but we will provide plenty of learning opportunities, direction and supervision; college credit to be arranged through your educational institution.

The Marketing & PR Intern will do the following, under the direction of the Festival Director:

- Assist in implementing newspaper, magazine, radio and online advertising campaign.
- Help manage graphic design of flyers, posters and advertisements; work with printer to print posters and flyers and organize distribution of both.
- Write press releases and distribute to local and national media; help make follow-up calls to media representatives
- Assist with marketing festival bands
- Organize outreach campaign to local churches, non-profits, neighborhood associations and community groups.
- Track marketing benefits offered to sponsors and ensure that sponsor marketing benefits are provided
- Assist with website and social media updates
- Write monthly e-newsletter to mailing list subscribers; communicate to St. Philip Neri community in monthly postings
- Help coordinate festival signage plan, including helping with hanging banners, posting lawn signs. etc.
- Assist with on-site media coverage during the festival (includes evenings and weekend hours)
- Create press clipping book and publicity report; other duties as assigned