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**Job Title:** Spring 2012 Marketing and Group Sales Intern

**Reports To:** Marketing Coordinator & Groups Sales Manager

**Hours Required:** 10-15 hours (Hours can be flexible to fit in student's school schedule)

**Compensation:** College credit

**Responsibilities include, but are not limited to, the following:**

- Assisting the Marketing and Group Sales departments for all upcoming shows, including the 2012 Visa Championships, Cirque du Soleil, Disney Live, various concerts and SLU Basketball
- Participating in grassroots marketing, including researching places to distribute flyers, hanging posters, and creating relationships with various retailers to promote events
- Generating ideas and content for our online platforms including Facebook, Twitter, emails blasts and the Chaifetz Arena website
- Working with images from different tours and performers to create web graphics while learning and using Photoshop
- Researching for various events through cold calls, emails and internet searches
- Shadowing the Marketing Coordinator and Group Sales Manager in various meetings with clients and industry professionals
- Helping coordinate group sales special pre-party events
- Brainstorming and executing public relations event ideas
- Gathering press clips and updating media contact lists
- Writing and editing press releases for future events
- Updating various databases and statistics (such as Salesforce, Email Blast percentages, and online ad revenues)
- Putting together a Group Sales Plan
- Coordinating the marketing table at public relations, promotional, and SLU Men's Basketball games and other venue events
- Various event day responsibilities
- Perform additional duties and responsibilities as assigned

**Qualifications and Requirements:**

- Junior or Senior able to receive college credit
- Business or Communications major preferred but not required
- 10-15 hours per week during normal business hours with flexibility to work nights and weekends as needed
- Working knowledge of Word, Excel, PowerPoint and Photoshop
- Excellent communication, organizational and interpersonal skills
- Detail oriented, self-motivated and able to work under minimal supervision
- A winning, do-what-it-takes attitude with a desire to learn
- Able to work in a fast paced environment

**Application Information:**

To apply, please send a cover letter and resume to Carly Susral at [csusral@slu.edu](mailto:csusral@slu.edu) with "Spring Internship" as the subject line. Deadline for applications is Friday, November 4 at 12:00pm

Global Spectrum is an equal opportunity employer.