

## **SNOHOMISH COUNTY INTERNSHIP DESCRIPTION**

### **INTERN – FAIRGROUNDS MARKETING/COMMUNICATIONS INTERN**

Spec No. 9206

#### **SNOHOMISH COUNTY INTERNSHIP PROGRAM**

Snohomish County supports internship programs that provide work experience for students in an accredited post-secondary institution that is related to their course of study. The internship program is designed so that the student will have the opportunity to apply principles and theories learned in the classroom, gain new skills, explore a career path and be supervised and mentored by a professional in their field.

The student may choose to receive scholastic credit for their internship in accordance with the guidelines set by their school.

#### **BASIC FUNCTION**

Provide marketing and communications assistance to Snohomish County's Fairgrounds Marketing Specialist as part of the county's efforts to increase sponsorship and visibility for the Evergreen State Fair.

#### **STATEMENT OF ESSENTIAL INTERNSHIP DUTIES**

1. Assists in the creation of a digital media strategy helping promote the Evergreen State Fair, events and concerts on social media platforms.
2. Assists in the creation of promotional materials including website, talking points, news releases, introductions, public address (PA) announcements, flyers and other communication materials.
3. Assists in the distribution of promotional materials for the Evergreen State Fair to sponsors and community members in Snohomish County including flyers, posters, and banners; or by attending other community events.
4. Assists in the securement of community sponsors through sponsorship, trade and in-kind donations.
5. Assists the marketing, communications and administration team on event marketing, fundraising, and operations for a successful fair.

#### **STATEMENT OF OTHER INTERNSHIP DUTIES**

6. Performs other duties as assigned by the Marketing Specialist with an emphasis on marketing or communication efforts.

## **SNOHOMISH COUNTY INTERNSHIP DESCRIPTION**

### **INTERN – FAIRGROUNDS MARKETING/COMMUNICATIONS INTERN**

Spec No. 9206

#### **MINIMUM QUALIFICATIONS**

Must be able to show proof of enrollment in an accredited post-secondary institution at the time of the internship. If the Internship occurs during the summer, the student may provide proof of summer or fall enrollment.

#### **PREFERRED QUALIFICATIONS**

- Preferred majors or programs of study include, communications, event planning, marketing, project management, sponsorship/fundraising or related field
- Preferred two years of post-secondary education completed.
- Preferred proficient knowledge of Microsoft Office products.
- Preferred proficient knowledge of social media applications including Facebook, Twitter and Instagram.

#### **SPECIAL REQUIREMENT**

- Must have a valid Washington State Driver's License.
- Must be able to work all 12 days of the Evergreen State Fair.

#### **KNOWLEDGE AND ABILITIES**

Increase Intern Knowledge of:

- The principles and practices of public outreach.
- Internet and computer-based communication – including social media management.
- Methods and techniques used in the production and presentation of news releases, brochures, pamphlets and other collateral.
- Basic understanding of media and public relations.
- Public speaking/group presentations.
- Effectively communicate with people of all ages from a variety of cultural, ethnic and economic backgrounds.
- Research techniques.
- Computer technology such as word-processing, spreadsheet, database, and PowerPoint
- The organization, structure and function of county government and the Evergreen State Fair.

Increase Intern Ability to:

- Communicate effectively, both orally and in writing, in a multicultural workforce serving a diverse population.
- Work effectively in stressful situations.
- Be flexible in working with different groups of people to accomplish assignments.
- Work independently or with limited supervision.
- Handle many priorities at one time and accomplish tasks in a timely manner.

## **SNOHOMISH COUNTY INTERNSHIP DESCRIPTION**

### **INTERN – FAIRGROUNDS MARKETING/COMMUNICATIONS INTERN**

Spec No. 9206

#### **SUPERVISION**

Intern will receive supervision from the Fairgrounds Marketing Specialist. Work is reviewed through periodic status reports, staff meetings and observations.

#### **WORKING CONDITIONS**

Work is generally performed in an office setting but business meetings may take place outside of county offices outside normal business hours.

Some duties require physical activity. Intern may be required to lift up to 50 pounds. Must be able to be on feet for long periods of time and have the ability to reach, bend, kneel and crouch to perform some tasks.

Snohomish County is an Equal Employment Opportunity (EEO) employer.  
Accommodations for individuals with disabilities are provided upon request.

[EEO policy and ADA notice](#)

Class Established: April 2016

EEO Category: 5 – Paraprofessionals

Intern Wage: Unpaid

Workers Comp:

Intern not receiving academic credit for internship: 6901 Volunteers

Intern receiving academic credit for internship: Not covered. The school authorizing the internship is responsible for coverage.