



2015 Internship Program
Please read carefully before applying

OVERVIEW

Our paid internship opportunity allows one successful applicant to learn various aspects of event planning while gaining significant experience in event management, communications, public relations and marketing through one of East Tennessee's largest and longest running events. The successful candidate will take an active role in organizing the 96th annual Tennessee Valley Fair, while tackling a wide range of projects.

QUALIFICATIONS

Our organization is unique; therefore, we are looking for a dynamic individual to serve in this important role. Applicants must be outgoing, hard-working, reliable, articulate, self-motivated, detail oriented and able to multi-task. Applicants should be proficient in Microsoft Office, Adobe Suite and fluent in Social Media.

EDUCATION

Internship is available to candidates 18 years or older with one (1) of the following:

- Currently enrolled in an accredited college in good academic standing with a minimum of 30 course hours completed. Preferred Majors: *Public Relations, Communications, Marketing, Advertising, Business or Agriculture*
- **OR** Recent graduate of accredited 4 or 2 year college. Preferred Majors: *Public Relations, Communications, Marketing, Advertising, Business or Agriculture*
- **OR** Two (2) years of demonstrated applicable work experience with some college completed, plus a strong desire to learn the event planning industry.*

**This opportunity may be offered to the right candidate who has completed "some college" if they are actively seeking to enter the field(s) of communications, marketing, public relations or event planning. Since our internship is an entry level introduction to these careers, we will consider non-traditional candidates who may be re-entering college or changing careers. Our goal is to offer the successful candidate an opportunity to gain new skills and valuable work experience to assist them in achieving their overall career goals.*

PERSONAL CHARACTERISTICS

We are a non-profit organization with a small, tight-knit staff. Working together as a team is essential to our success. We are looking for someone who can plug in seamlessly and who possesses a great attitude even under stressful circumstances. The successful applicant will demonstrate:

- Knowledge of the Tennessee Valley Fair
- Friendly, outgoing, down-to-earth personality – a "people" person
- Flexible team player with a "can-do" attitude
- Customer Service Oriented

- Highly Organized
- Self-Starter; Able to work independently under tight deadlines
- Solid Problem Solving skills

SCHEDULE

This position will vary in length and in hours worked each week from June – September 2015. Flexible daytime hours can be arranged to accommodate a student's class schedule. However, longer hours will be required during our 10 day event: September 11-20, 2015. You must be able to work all 10 days of the Tennessee Valley Fair with no days off. Some evening and weekend work will also be required in August and September 2015.

COLLEGE CREDIT

The Tennessee Valley Fair will assist in complying with school requirements, written evaluations and other documentation. However, the intern must coordinate college credit for this internship with their respective institution.

2015 Intern Project Schedule

This is an overview of the types of duties our 2015 intern can expect to tackle. The intern's work schedule will vary based on weekly assignments and the work load will increase in August and September. Please note, this list is by no means exhaustive, it simply provides an overview of anticipated assignments:

Project	Description
Social Media Content Creator	Assist with the management and moderation of TVF's social media presence – Facebook, Twitter, Instagram, Pinterest & YouTube; cultivate and post dynamic content that compliments existing TVF marketing strategy. <i>Intern is expected to take on the important role of updating and maintaining social media presence at Fair time, in accordance with the TVF social media policy.</i>
Community Events	Participate in a variety of special events throughout Knoxville to promote the upcoming Tennessee Valley Fair. Assist with mascot, event set-up/breakdown, contesting, greeting public and dispersing promotional items.
Onsite Special Events & Attractions	Assist with planning and execution of TVF special events: Opening Day Festivities, Media Day, Mascot Night, Hometown Heroes Day, Concerts and many more.
Media Relations	Under the direction of the Marketing Director, assist with interviews, disperse information and conduct research. Provide media with onsite direction, in absence of PR Director, as requested. Create official TVF media badges and assist with creation of Media Kits. Work directly with media partners onsite during concerts, action sports and special events.
Pepsi Tent	Assist with the management of stage's diverse roster of performers; ensure proper set-up for entertainers, coordinate with sound/lighting/production. Confirm dates/times with artists prior to opening day.
Sponsorship Marketing	Assist with execution of live contesting for key sponsors: Tennessee Lottery, Pepsi, Wendys, etc. Contests will occur at Homer Hamilton Theatre, Action Sports Arena & Jacob Building. Will also involve promotion of sponsors via social media.
Charitable Partnerships	Assist with the coordination of the Fair's various fundraisers: East Tennessee Children's Hospital, The Love Kitchen, HonorAir Knoxville, Medic Regional Blood Centers and Komen Knoxville; various support duties as assigned.
Guidebook Dispersion	Manage TVF's Guidebook tables at Knoxville Center Mall. Straighten and replenish Guidebook supply 2-3x per week.
Community Presentations	Participate in presentations to community groups with Marketing Director. Assist with set-up and presentation.
Advance Ticket Sale	Assist with promotion of our Advance Ticket Sale. Assist customers with orders over the phone, as needed.
Electronic Ticketing	Assist with organizing ticket packets and delivering media orders.
Promotional Support	Create unique gift baskets and prize packs for media partners and internal promotions via social media.
Administrative Support	Perform administrative functions as requested by Marketing Director: Bulk mailings, receptionist duties, greeting and directing guests, handling deliveries, shopping for supplies. Other duties, as assigned.



2015 Internship Application

Name: _____

Address: _____

Email Address: _____

Do you actively use: Facebook? _____ Twitter? _____ Instagram? _____ Pinterest? _____

Facebook URL: _____ Twitter Handle: @ _____ Instagram: @ _____

Phone: _____ Date of Birth _____

Have you been to the Tennessee Valley Fair before? _____ If so, when? _____

University/College Information

School Name: _____

Major: _____ Graduation Date: _____ GPA: _____

Post-Collegiate Plans: _____

Do you wish to receive college credit for this internship? YES NO (Circle One)

Professional Skills:

Do you have experience with the following? (Check all that apply)

Microsoft Word

Microsoft Excel

Microsoft Publisher

Microsoft PowerPoint

Adobe InDesign

Adobe Photoshop

Customer Service

Social Media

Sponsorships / Sales

Media Relations / Interviews

Additional Skills/Info? _____

**Anything else you'd like to tell us about you or your experience?*

BRIEF ESSAY: Why would you like to intern at the Tennessee Valley Fair?
(Attach additional page please, 75-500 words)

Discuss your professional experience and how you feel it relates to this position?
What assets would you bring to this role? *(Attach additional page please)*

Availability

Schedules can change as the work load increases leading up to our event. You may be asked to work full-time, part-time, an occasional weekend or an evening, as needed. You will be given advanced notice of required weekend/evening work.

ALL INTERNS WILL BE REQUIRED TO WORK SEPTEMBER 8-20, 2015 – No Exceptions

When can you start? _____

Are you free nights and weekends? YES NO

Tell us your availability for the following months:

	FULL TIME (40+ Hours/ Week)	PART TIME (Less than 32 Hours/Week)
June		
July		
August		
September		

REFERENCE - Please provide one (1) professional reference below:

Name: _____ Title/Company: _____

Phone: _____ Email: _____

Please submit this application including resume to:

Tennessee Valley Fair

Sarah Carson, Director of Marketing

PO Box 6066

Knoxville, TN 37914

sarah@tnvalleyfair.org

Application Deadline: April 17, 2015

Late applications will not be considered.

Applications without a resume will not be considered