



Event Marketing Intern

Position title: Event Marketing Intern
Department: Marketing and Communications and Programming and Placemaking
Reports to: VP Marketing and Communications with a dotted line to Sr. Dir. of Placemaking
Salary type: Summer stipend
FLSA status: Non-Exempt

The Research Triangle Foundation (RTF) of North Carolina, the owner and developer of The Research Triangle Park, seeks a Event Marketing Intern to provide support to our entire organization. We are looking for a motivated individual to assist with various marketing and communications projects, including content creation, media monitoring, data management, and event support. This internship offers hands-on experience in multiple aspects of marketing, communications, and event planning in a fast-paced, collaborative environment.

Sample Responsibilities

Content Planning & Creation:

- Assist in the planning and execution of newsletter content, including drafting short form copies for pre/post event summaries, web copy, newsletters, social media posts, and blog post first drafts.
- Contribute ideas for fresh marketing campaigns targeting specific challenges and audiences. Develop sample marketing plans as part of the brainstorming process.

Event Planning Support:

- Create and maintain an event inventory database, ensuring that all relevant details are recorded and organized.
- Assist with events when needed, such as serving drinks at Out of Office or running the check-in table at On the Menu.

Media Monitoring & Reporting:

- Track and summarize relevant news coverage, including industry updates and relevant media mentions.
- Analyze survey data and compile insights to help shape future marketing strategies.

University & Community Connections:

- Conduct research on universities and community connections helping to identify potential partners or promotional opportunities.

Marketing Support:

- Aid new marketing ideas and strategies, including collaborating with team members on how to tackle specific target audiences.

- Collaborate with the communications team on event marketing, helping to develop strategies and executing various digital campaigns.
- Draft and manage the review process for online event calendar descriptions and/or editorial submissions via the community calendars.

Database & Process Management:

- Help organize the Digital Asset Management (DAM) system, ensuring file naming conventions are adhered to and the system is up to date.
- Assist in creating and updating Standard Operating Procedures for internal processes.
- Assist in Levitate data cleanup by reviewing and updating company information, merging duplicates, completing profiles, adding photos to elected officials, etc.

Required Qualifications:

- Education/Experience: Current enrollment in a Bachelor's degree program in Marketing, Communications, or related field preferred.
- Strong written and verbal communication skills with a keen eye for detail.
- Ability to think creatively and contribute to new marketing ideas.
- Proficiency in Microsoft Office Suite and Google Docs
- Experience with content management systems and social media platforms is a plus.
- Familiarity with event planning is desirable but not required.
- Comfortable working independently as well as part of a team.
- Has a strong interest in marketing, communications, and community engagement.
- Organized, with the ability to manage multiple tasks and deadlines.
- An interest in digital asset management and database work is a plus.

Physical Demands:

- Ability to communicate orally with customers, vendors, management and other co-workers. Regular use of the telephone and e-mail for communication is essential.
- Sitting for extended periods is common. Hearing, vision and speaking within normal ranges is essential for normal conversations, to receive ordinary information and to prepare or inspect documents.
- Good manual dexterity for the use of common office equipment, such as computer terminals, calculators, copiers and fax machines.
- Being on your feet for extended periods of time.

Work Environment:

The job is performed indoors in a traditional office setting. Activities include extended periods of sitting, occasional fast-paced events and extensive work at the computer monitor. Multiple times during the summer, interns may be asked to support events that will take place outside and require standing for 2-3 hours at a time.

Equal Opportunity Employer/Protected Veterans/Individuals with Disabilities:

The Research Triangle Foundation of North Carolina does not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, retaliation, parental status, military service, or other non-merit factor.

This internship offers a valuable opportunity for personal and professional growth in the marketing field. If you're passionate about content creation, event planning, and digital marketing, we'd love to

hear from you!

Please submit resumes to stockwell@rtp.org.