



SAGINAW CHIPPEWA INDIAN TRIBE OF MICHIGAN

POSITION DESCRIPTION

OFFICIAL POSITION TITLE:	Marketing & Events Intern		
DEPARTMENT:	Ziibiwing Center of Anishinabe Culture & Lifeways		
CLASSIFICATIONS:	Internship (non-paid)		
REPORTS TO:	Sales & Events Coordinator		
SUPERVISES:	Not Applicable		
DATE:	Jan. – April	May – Aug.	Sept. – Dec.

POSITION SUMMARY:

Position serves as the Intern to the Sales and Events Coordinator for the Ziibiwing Center (ZC). All visitors will receive excellent customer service from this division whether it be a phone call for bookings, marketing request, special event, special guest, workshop or questions about the Ziibiwing Center or the Saginaw Chippewa Indian Tribe. The Marketing & Events Intern position will be responsible for developing marketing plans, enhancing events and following through with marketing endeavors dealing with special events and programming.

Eligibility for the Marketing & Events Internship includes the college student being a signed major, having a C or better in all classes in the program, junior/senior standing (the completion of 56 credit hours) and having the approval of the Internship Coordinator. The Marketing & Events Internship is a non-paid position. Only one student per semester will receive the internship.

The interns schedule will be determined by the number of credit hours (3 or 6 credit hours) they wish to receive and the number of weeks they are available to work. Weekly schedules will be assigned on a monthly basis. The Ziibiwing Center understands that each credit hour is equivalent to 50 work hours.

ESSENTIAL JOB DUTIES AND RESPONSIBILITIES:

- Assist and work events that occur during your internship term
- Write dynamic and creative marketing plans for the assigned events
- Responsible for implementing marketing plans and meeting deadlines, as well as updating social media weekly
- Assist with the membership drives
- On occasion, work as a Visitor Service Representative and provide excellent customer service
- Research target markets for upcoming marketing campaigns, collaboratives, and public programs
- Assist with direct marketing to local businesses. Will need a vehicle and a valid driver's license.
- Assist with the marketing plan development for upcoming events, cooperatives, and educational workshops
- Troubleshoot or solve problems in an efficient manner
- Monitor and collect research surveys, comment cards (verbal and written) for review to ensure that the guest has received a positive experience
- Communicate with internal ZC departments to coordinate schedules and events
- Must be knowledgeable about all services, events, and personnel of the ZC
- Other duties as assigned

WORK ENVIRONMENT/SAFETY HAZARDS:

Frequent use of hands, fingers as associated with computer use. Some driving required.

MINIMUM QUALIFICATIONS:

Must be 18 years of age. Marketing, Public Relations, Business, or Communications major. Must demonstrate excellent Interpersonal communication skills. Possess and demonstrate high level of organizational skills in time management, ability to work with a team, office protocol, and procedures. Ability to manage multiple tasks. Must have a keen understanding and respect of Anishinabek cultural and the mission of the Ziibiwing Cultural Center.