

Marketing/Special Events Internship

Introduction

This internship is located within the Marketing Division of Morale, Welfare & Recreation Department at the Naval Air Station Key West, Florida

The intern will assist in managerial and supervisory task of a comprehensive marketing department and graphic shop. Most business occurs within normal working hours from 8 a.m. until 4 p.m. Monday through Friday for routine work. Special event promotion and sponsorship may require after hours and weekends. Some irregular working hours and long workday may occur.

Major Duties

- Intern responsibilities will included but not limited to organizing and coordinating all the marketing needs from Program Managers and support personal within the MWR Departments (of which there are approx. 20). May hold focus groups, do marketing surveys that help determine the marketing mix and demographic information needed to formulate a comprehensive marketing plan.
- Determine the marketing needs of particular programs, activities, and special events. This should result in “power marketing” strategies that are responsive to the MWR goals and mission.
- Develop procedures and guidelines to review and analyze the effectiveness of the marketing plan to insure objectives have been met
- Coordinate with the graphic department to design and implement all printed marketing materials. Ensure all design and construction of all signage generate interest in all MWR activities, programs and events while meeting the proper standards.
- Directs the writing and editing of feature articles and news releases for publication in internal Navy publication, local media and national media. Coordinates the dissemination of articles and news releases to the appropriate outlets.
- Ensures the all media used to advertise or market a particular MWR program, activity, or event reflects the correct and proper information about that program, activity, or event.
- Directs the work of subordinates, maintains the work schedule and time cards as well as fulfills other administrative requirements in support of the MWR Marketing team, including recruitment, hiring, and disciplinary and performance appraisal actions. Provides and recommends outside training for subordinates

- Intern will interface with appropriate organization, vendors, and administrative services both on and off base in matters of personnel support to meet the marketing plan.
- May be asked to develop and execute fiscally responsible business plan, which deals with both NAF and APF funding.
- Performs other duties as assigned by the Marketing Director.

Knowledge Required by the Intern

Intern should have skill in the application and utilization of planning, coordinating and carrying out a marketing plan that meets the need of the Program Managers/ Special Event. Have knowledge of marketing concepts, written and oral communication methods as well as the ability to apply analytical techniques and have the interpersonal skill to determine the needs and wants of a specific target market.

Special Projects

Intern will be required to plan and carry out the various phases of a special project/event that will be decided upon by the Marketing Director/Graphic supervisor.

Physical Demands

There are no unusual physical demands required. Often long periods of time are spent on computers.