



2019 CVB Special Event Internship Opportunities

Social Media & Grass Roots Marketing Intern (15 hrs/wk, April/May – September)

Responsibilities include, but are not limited to:

- Work closely with the Vice President of Special Events and Vice President of Marketing & Communications to develop and execute comprehensive, full year social media plan for FRYfest including social media outlets such as Facebook, Twitter, Instagram, YouTube, etc.
- Lead and attend all grass roots marketing opportunities at area events; coordinate volunteers and CVB staff (parades, farmers markets, fairs, etc.)
- Manage and track distribution of FRYfest marketing materials including posters, schedule cards, fliers, etc.
- Develop marketing strategies for various programming recruitment needs – work with Programming and Operations intern to execute
- Assist in development of sponsorship fulfillment reports
- Assist in website optimization by developing keyword strategies
- Other related duties as assigned including: development of radio scripts, press releases, e-newsletters, etc.

Event Operations & Logistics Intern (15 hrs/wk, April/May – September)

Responsibilities include, but are not limited to:

- FRYfest
 - Assist the FRYfest Operations Committee in the planning and execution of FRYfest
 - Compile and maintain an updated list of all FRYfest operational needs including signage, tents, maps, tables, chairs, generators, etc.
 - Develop and execute various FRYfest operations/programming pieces: Kid Zone, FRYfest Bags Tournament, Concert, etc.
 - Work closely with Social Media & Grass Roots Marketing Intern to develop recruitment plans for above mentioned programming pieces
 - Assist Social Media & Grass Roots Marketing Intern in executing grass roots marketing strategies (parades, fairs, farmer's markets, etc.)
 - Attend all related FRYfest Operation committee meetings and other meetings when appropriate
 - Assist in the coordination/timeline development of all set-up and tear-down of event
- Coralville 4thFest
 - Work with City of Coralville staff & community 4thfest Committee in planning and organizing Coralville 4thFest (July 3 and 4th)
 - Develop 2-3 promotional special events with the committee that celebrate the 4thFest theme
 - Assist the Food Vendor Committee to solicit vendors and Parade Committee to communicate with parade applicants
 - 5-10 hrs/week (of the 15 hrs/week) dedicated to 4thFest in April, May, and June. All 15 hrs/week will be dedicated to FRYfest after July 4 – September.
- Other related duties as assigned

Event Programming Intern (15 hrs/wk, May – September)

Responsibilities include, but are not limited to:

- Assist the Vice President of Special Events in developing the programming schedule for FRYfest
- Develop and lead execution of various FRYfest programming elements including, but not limited to: Hawkeye Collectors Showcase, UI DeGowin Blood Drive, Hawkeye Trivia Challenge, Fashion Show & Product Showcase, Hawkeye Game Night, etc.

- Work closely with Social Media & Grass Roots Marketing Intern to develop recruitment plans for above mentioned programming pieces
- Assist Social Media & Grass Roots Marketing Intern in executing grass roots marketing strategies (parades, fairs, farmer's markets, etc.)
- Attend all related committee meetings
- Other related duties as assigned

To apply, please send a resume and cover letter to Monica Nieves at monica@thinkiowacity.com by March 15, 2019. Please be sure to state which position you are most interested in. Interviews will be conducted late February-March.

CVB Internship Expectations & Information:

Expectations

- Positive attitude and high energy. Reliable, honest and trustworthy. Work as a team player.
- A creative spirit. Feel free to share any/all ideas and concerns with the Vice President of Special Events and other staff members as appropriate.
- Attend event in its entirety.
- Hold 'safety' as the number one priority at event.
- Practice kindness and respect with all CVB staff members, Board members, city officials, vendors, sponsors, and public.
- Proficient in the use of Internet and Microsoft Office Suite.
- Detail-oriented and thorough. Before anything goes out of the office, run it past the Vice President of Special Events and the Vice President of Marketing & Communications for proofing.
- Comply with organizational policies:
 - Attendance: notify Vice President of Special Events, in advance, of planned or anticipated absences from work.
 - Dress Code: be well-groomed and appropriately dressed for the office, and on site at events. A neat appearance is expected.
 - Smoking and Alcohol: smoking and the consumption of alcohol are not permitted on the premises, in company vehicles, or during work hours or at events.

Supervision & Chain of Command

- Supervision Received: perform work under the direction of the Vice President of Special Events

Work Schedule & Pay

- Internship is unpaid
- 15 hours/week (April/May – September)

Physical & Environmental Requirements

- Physical requirements include sitting or standing for long periods of time. Occasionally must lift, carry or push objects up to 50 lbs.
- Environmental requirements include working indoors and outdoors with varying weather.

Our Mission

The Iowa City/Coralville Area CVB advances the economic vitality and quality of life for residents and visitors as Iowa's premier destination.

Intern Testimonials



“My favorite part of my responsibilities was managing the Kids Zone. I had full reign and although it was stressful at times, it was worth it in the end! I understand now how much work goes into one event and the experience has given me more personal confidence. It was very hands-on and was a great learning experience!”

Katie Johnson, 2016 FRYfest Operations Intern

“My experiences working with the CVB to plan and execute FRYfest were truly enjoyable. I was able to strengthen my ability to communicate and collaborate in the workplace through the interaction and direction from the CVB staff and community members. My internship helped me develop important professional skills by providing real-world, hands-on opportunities. In addition, this experience has provided me with a new network of fantastic people. Allie was a great supervisor and mentor whose passion for her work and the success of community events like FRYfest was contagious. I would highly recommend this position to any individual looking to learn event planning, meet great people, and become involved in a rewarding community experience.”

Alivia Cannistra, 2013 FRYfest Programming/Operations Intern

“I learned so much about myself and strengthened many skills as the event programming intern for FRYfest during the summer of 2012. Because of this internship, I gained stronger communication, writing, leadership, organization, team work, and professional skills. I was mostly in charge of organizing the first ever Hawkeye Collector's Showcase, Car Show, Blood Drive, and the Small FRY Zone. This internship allowed me to work with so many different and wonderful community members along with the amazing staff from the Iowa City/ Coralville Convention and Visitor's Bureau. Working for the CVB was one of the best decisions I have ever made. The staff treated me with respect and I was able to learn something different from each of them. The business-like environment was very professional and I feel that I was able to get the most out of my internship because of this. I would definitely recommend this internship to anyone wanting to gain more experience in event planning, marketing, or any business major.”

Bethany Welsh, 2012 FRYfest Programming Intern

“Helping to plan FRYfest and working at the CVB is something I would recommend to anyone interested in the event planning field, or even to someone who wants the experience of working in the business world. During my time at the CVB, I strengthened my writing and communication skills, and was able to work and build relationships with members of the community. From attending committee meetings to walking in the 4th of July parade; everything I was involved in was something I would do again. I also found it very rewarding to see the events I worked on come together. My internship provided me real world experience and has made me feel more confident about applying for jobs in the future.”

Mary Hovick, 2011 FRYfest Programming Intern

“My Operations internship at the CVB was great! I learned a lot about what it takes to put on an outdoor event or festival, from preparation to completion. I was involved in my own projects from start to finish, which helped me gain a ton of knowledge and experience. Anyone interested in pursuing a career in event planning should get experience with outdoor events and the CVB is just the place to do it. The events are fun, making the potential of a long day feel less like work. Overall, this was a great experience that provided me with skills that can only help me in the future and I would do it again in a heartbeat.”

Hannah Elliott, 2011 FRYfest Operations Intern