



MARKETING INTERNSHIP

Be a part of an exciting, brand new, signature festival in downtown Orlando and International Drive. The Orlando Interactive Experience (OrlandoIX) is an international digital festival that will include a speaker series, gaming arena at the Amway Center, a startup summit, and a digital expo at the Orange County Convention Center. The Oct. 2-6 festival will showcase leading advancements in entertainment technology, interactive media, and digital arts.

INTERNSHIP DESCRIPTION:

OrlandoIX is looking for a Summer Intern to join their team. Your role will be integral to our small marketing team, striving to attract tens of 1,000s of attendees to OrlandoIX. This position pays \$10 per hour.

ESSENTIAL FUNCTIONS:

- Assist in the implementation of OrlandoIX's marketing strategy
- Write and edit blogs, digital copy, social media postings, ad copy, etc.
- Assist in management of social media channels
- Website and social media optimization
- Monitor blogs, forums and social networks
- Manage social media, website and traditional media monthly reports
- Create email campaigns (MailChimp knowledge a plus)
- Manage event listings on various digital platforms
- Assist with event set up, show flow and tear down
- Perform other duties as requested

QUALIFICATIONS, ATTRIBUTES & EXPERIENCE:

- College junior, senior or post-graduate studying PR, marketing or communications
- Strong writing and speaking skills (prefer completion of Writing for PR course)
- Prior internship experience required
- Familiarity with all aspects of social media platforms
- Very detail-oriented with proven ability to multi-task, highly organized
- Ability to communicate and maintain a professional demeanor
- Strong work ethic and positive attitude
- Excellent critical thinking skills
- Personal computer required
- Adobe Photoshop and graphic design skills preferred, not required

COMMITTMENT:

- 10 hours weekly commitment
- Flexibility to work occasional evenings (due to events)

APPLY:

All applicants should submit cover letter, resume, one writing sample and social media samples to Laura Kern, APR at laura@orlandoix.com.