



MBIA INTERN POSITION DESCRIPTION

POSITION TITLE: Marketing Intern

OVERALL POSITION DESCRIPTION: Assumes responsibility in assisting office personnel with tasks involved with boat show production, association management, social media, marketing and communications in reference to these tasks. Duties will be heavily involved with one or more of MBIA's annual events based on the timing of the internship:

Progressive Detroit Boat Show: January, TCF Center, Detroit

Progressive Novi Boat Show: March, Suburban Collection Showplace, Novi

Progressive Metro Boat Show: September, Lake St. Clair Metropark, Harrison Twp.

This will provide the student with real-life practical experience with event management and the production process allowing them to gain the on-the-job training that is so critical for employers today.

MAJOR DUTIES AND RESPONSIBILITIES:

1. Help manage Show and Boat Michigan Social Network accounts – helping to create engaging written video content; direct scheduling, interaction and contests
2. Correspond with MBIA membership
3. Contribute to marketing plans and materials for boat shows, and assist in mailings and e-mail campaigns to current and potential members and exhibitors.
4. Assist in distribution of tickets and marketing materials for event to media, members and special guests
5. Update and write press releases or stories for shows and recreational boating
6. Research and contact potential exhibitors for events
7. Research Projects, including marketing lists, event entertainment, and more
8. Video creation for membership, membership programs, and member events
9. Working off-site events
10. Calls to potential members, exhibitors, clean marinas and media

QUALIFICATION REQUIREMENTS:

1. High School Graduate
2. One to two years of college education or equivalent experience related to the marketing field.

This position will be compensated with college credit. Both paid and non-paid opportunities available.

If you are interested in this position, please send resume to boatmichigan@mbia.org.