



We Bring the World to New Jersey



IZOD Center Marketing

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IZOD CENTER EVENT MARKETING & GROUP SALES INTERNSHIP SPRING & SUMMER 2012

Marketing & Group sales intern will report to the Event Marketing and Group Sales Department for the IZOD Center at the Meadowlands Sports Complex in East Rutherford, NJ.

SUMMARY: Intern will assist marketing department in marketing and public relations efforts for all venue events-family shows, concerts and sporting events. In addition, intern will support group sales department in client services and seeking out potential new clients.

RESPONSIBILITIES:

Marketing

- Assist Marketing Department with daily tasks (I.e. Fulfillment of promotions, advertising, publicity outreach)
- Grassroots-research community events and coordinate attending/supplying marketing collateral
- Analyze event sales by viewing Ticketmaster Report Pro data.
- Assist with event day activities (media ops, meet and greets, promotions)
- Manage the marketing table during events
- Assist in compiling event recaps to gain full understanding of event

Public Relations

- Draft press releases and media alerts
- Update event listings
- Involvement in brainstorming and implementation of PR events

Group Sales

- Assist Group Sales Department with daily tasks (I.e. Fulfillment, list analysis, inbound/outbound calls, client services, etc.)
- Support inbound and outbound phone campaigns.
- Develop a mini-marketing plan to illustrate strategies, tactics and steps to reach the overall group sales goals
- Research potential Super Groups and untapped markets
- Maintain client information database

Website / Meadowlands All Access

- Develop a clear understanding of official website – IZODCenter.com
- Maintain and monitor member-based Meadowlands All Access program and database
- Update Meadowlands All Access e-mail tracker

General Departmental Duties

- Maintain and operate LCD coming events footage on a daily basis
- Maintain marketing collateral-box office lobby and community partners

Requirements:

- Working knowledge of Microsoft Office Programs
- Available to work approx. 15-35 hours a week
- Available to work occasional weeknights/weekends during certain events

Please send resumes and cover letters to: eventmarketing@njsea.com