

Organization:	<i>Kenan Center</i>
Job title:	<i>Marketing, Events & Promotions Intern (MEPI)</i>
Reports to:	<i>Rikki Cason-Weller, Marketing Manager</i>

Job Purpose

The Kenan Marketing, Events & Promotions Intern (MEPI) will be assisting in the planning, communicating and executing a wide variety of events to be held throughout the summer months on the Kenan Center campus.

The MEPI will support a number of events from start to finish including idea generating, event marketing, participation in event committee meetings, updating and monitoring digital event content, and processing event attendees in databases.

The MEPI will assist in tracking event attendees in Kenan's Play Book and Network for Good software. The intern will learn the system and become knowledgeable in customer relationship management software as well as the importance of communicating our events with our constituents.

The MEPI will also have the opportunity to plan and execute marketing activities necessary to ensure successful events and to be out in the community at events, etc. to share information about the Kenan Center.

The MEPI will learn how a nonprofit communicates with the general public and with its constituents.

The MEPI will work with the Marketing Manager and learn the process of public relations and community engagement and its importance in the not-for-profit sector.

The goal is to train the intern with skills that will also translate to college work and possibly future positions in the workforce.

The benefit to the community is a better focus on the part of Kenan Center in constituent engagement. For Kenan Center we are looking to engage the Lockport community in the many events presented by Kenan Center.

Duties and Responsibilities

MEPI participates in marketing and public relations:

- Assisting with the creation of print collateral
- Assisting with social media posts and helping to create content on all platforms
- Assisting with online marketing, such as social media advertisement and online newsletters
- Assisting with the creation of other marketing materials as needed
- Distribute brochures and posters around community for upcoming events
- Photograph events taking place throughout the summer

MEPI participates in event planning:

- Assist full-time staff with day-to-day operations and event planning
- Assist with the set-up and breakdown of events
- Assist with projects in the areas of marketing, event development and sponsorship/development
- Learn to develop an event from the pre-planning stages to the end of event processes.

MEPI learns to use the CRM database by:

- Inputting constituent information in the actual database
- Input participant contact information from our largest juried craft show, 100 American Craftsmen
- Reviewing email database to remove inactive subscribers; add new subscribers
- Manage event registrations and ticketing in Ticketleap, Network For Good & Play Book Software

MEPI performs outreach communication with the community by:

- Setting up information booths at community events
- Taking part in community events as they relate to Kenan Center
- Helping Kenan staff to distribute promotional materials to businesses and other nonprofit vendors

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Other duties as assigned

- Developing a virtual record of historic images housed at the Kenan Center
- Assisting with the filming of Kenan Connection, a bi-monthly tv show on LCTV
- Additional help when needed for the Kenan Kid Quest's Summer Youth Program.

Location of Job

Most tasks take place in the administrative offices and on the Kenan Campus at 433 Locust Street. Outreach tasks take place at various sites, such as the Lockport Farmers' Market, in the community. The Kenan Connection tv show films at LCTV, 293 Niagara St.

Qualifications

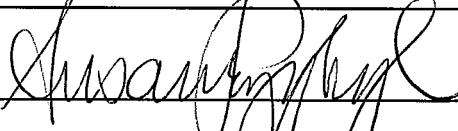
Highly-motivated, well organized, and able to work independently with guidance. Education in marketing communications, marketing, data analysis or business. Computer skills and knowledge of various computer programs including Microsoft Office is essential. Knowledge of Canva and other design software is a plus. Enjoyment of and ability to meet new people and communicate with diverse constituents as well as the general public.

Working conditions

Work is done indoors at a desk, on computers, with outreach taking place around Lockport. Gathering up and carrying along print collateral and other set up items for community events is required. Some weekend work with special events.

Physical Requirements / Dress Code

Walk the 25-acre Kenan campus, between venues, and up and down stairs. Able to sit at a desk and work at a computer often. Comfortable, neat business dress. No flip flops, shorts, tank tops or other "too casual" clothing.

Approved by:	
Reviewed:	11.11.22 