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**Job Title:** Marketing and Group Sales Intern

**Reports To:** Marketing Manager

**Hours:** Approximately 20-30 hours per week/ Flexible hours based on event schedule

**Compensation:** Paid; \$8/hour

**Summary:** This internship will work closely with the Marketing Department to learn and participate in publicizing the facility and/or events through a variety of traditional and non-traditional means for the purpose of selling tickets, booking meeting facilities, and creating public awareness for the MassMutual Center.

**Responsibilities include, but are not limited to, the following:**

- Assist in developing and implementing marketing plans and promotions.
- Participate in grassroots marketing, including distribution of flyers, hanging posters, and creating relationships with various retailers to promote events
- Participate in brainstorming sessions and explain how to execute marketing/PR/group sales ideas
- Manage MassMutualCenter.com website and coordinate social media efforts for venue
- Work with Manager to learn how to create and deliver media drops
- Assist department in gathering press clips and updating media contact lists
- Perform variety of event day responsibilities within the Marketing Department Assisting with sponsorship sales and fulfillment of advertising contracts
- Work and coordinate Marketing table at public relations, promotional, and venue events **\*This may include hours outside of 9-5, M-F**
- Perform additional duties and responsibilities as assigned
- Assist Group Sales Manager with
  - Soliciting, managing and maintaining group sales accounts for the MassMutual Center.
  - Help with the development of Direct Mail pieces and their mailings. Performs general customer service duties.
  - Make sales calls to promote shows and gain group ticket sales.
  - Assist with day-to-day group sales operations: makes sales calls, sets appointments with clients, etc.

**Qualifications and Requirements:**

- College juniors, seniors, or graduate students
- Recommended for Sport Management, Marketing, Communications, Management, or Hospitality Majors
- GPA of 3.3 or above highly desired
- Active involvement in on campus civic and/or leadership activities highly desired
- Excellent communication, organizational and interpersonal skills required
- Must possess working knowledge of Word, Excel, PowerPoint and Photoshop
- Demonstrated attention to details
- Must be self-motivated with a 'can-do' attitude and a strong desire to learn
- Ability to work in a fast-paced environment

***Application Information:***

To apply, please send a cover letter and resume to Kenneth Velez at [kvelez@massconvention.com](mailto:kvelez@massconvention.com).

***Global Spectrum is an EOE/DFW; Offered candidates must submit to / successfully complete pre-employment screens (background & substance) prior to hire.***