

2010 Marketing and Sales Intern

Job Description

TITLE: Marketing and Sales Intern

REPORTS TO: Seana Peck, Account Manager for FishBait Marketing
(the WBCA Marketing Contractor)

SCOPE: The Marketing Intern will be responsible for assisting the WBCA with all elements related to marketing, sales and sponsorship programs. The immediate focus will be activating the advertising sales program of WBCA publications and membership services. The Marketing Intern will work closely with the WBCA sponsors to assist with the client services, client relations, research, and preparation of presentation materials. Some manual labor, lifting, travel and weekends are required.

RESPONSIBILITIES:

Sales

1. Responsible for assisting with the activation of advertisement sales for all WBCA publications including the WBCA's magazine, convention program and event programs

Marketing

1. Assist the CEO with the sponsor services program including successful integration and implementation of all sponsor related events run by the WBCA
2. Work closely with the sponsors to ensure that the WBCA has all of the necessary materials to produce signage and promotional materials highlighting their involvement with the WBCA
3. Assist with the research and development of sales presentations and preparations for sponsor meetings. Then coordinate these efforts with FishBait Marketing
4. Assist with the communication for sponsors and VIP's attending the WBCA National Convention
5. Assist FishBait Marketing with all WBCA Marketing development under the direction of the CEO
6. Assist in the development of the WBCA Marketing plan as it relates to strategic plan
7. Assist in the development and maintenance of a comprehensive list of assets of the WBCA
8. Assist in the maintenance and management of the sponsor's convention related needs – hotel rooms, tickets, credentials, etc.
9. Assist with drafting of sponsor contracts
10. Assist with activation of the NCAA/WBCA partnership
11. Assist with gathering sponsor quotes for various press releases
12. At the conclusion of the WBCA National Convention responsibilities will include mailing sponsor thank you letters and coordinating sponsor gifts.
13. Scan all contracts and distribute to the appropriate people

Membership Marketing

1. Assist the Director of Membership in developing and implementing an annual membership and convention marketing plan

National Convention Responsibilities

1. WBCA National Convention sponsor and marketing responsibilities
2. Update and track hotel, ticket and credential information for sponsors
3. Work internally with WBCA Events, Media, and Membership departments on sponsor related projects...sponsor signage, credentialing, programs, ads, tickets, etc.
4. Assist in the coordination and activation of all sponsor related programs (luncheons, parties, award presentations and autograph items)

Administration

1. Receive telephone calls in a professional manner. Handle calls if possible and forward detailed messages for other calls
2. Process telephone requests for pertinent information
3. Maintain informative and accurate records and filing system
4. Generate all necessary correspondence related to assigned event(s) responsibilities
5. Oversee the shipment of supplies, signage, and product to sites
6. Participate in all mailings including assembly, printing, and processing
7. Assist Chief Operating Officer with administrative duties

Other

1. Work the required three (3) Saturdays as designated by the Director of Events
2. Complete special projects and other duties as assigned by the Director of Events and/or Chief Operating Officer

Please submit all application materials to:

Contact Name: Daniella Trujillo

Job Title: Manager of Events & Office Administration

Email: dtrujillo@wbca.org

No phone calls please