



Viking Union Marketing Intern 2014-2015

[July 2014- June 2015 Internship]

Viking Union Mission Statement:

The Viking Union welcomes and engages students, faculty, staff, and guests in building community. We continually strive to enhance the Western Experience through supporting student leadership, campus involvement and creative expression, and by providing services and events in our venues.

The Marketing Intern has a key role in the Viking Union's organizational marketing strategy. As an intern, you will collaborate with a diverse group of VU Administration, staff, and students, to enhance and implement the Viking Union Marketing Plan.

Responsibilities:

- ◆ Develop and manage promotional and media materials including giveaways, posters, displays, and bulletin boards.
- ◆ Represent the Viking Union at campus events such as Transitions, Summerstart, and the Red Square Info Fair.
- ◆ Maintain and improve the Viking Union's use of social media as a communication tool.
- ◆ Lead the VU Marketing Committee which consists of administration, staff, and students dedicated to formulating and refining the VU's marketing strategy.
- ◆ Participate on the Associated Students Promotions Committee and AS Facility and Services Council.
- ◆ Maintain cross platform communications.
- ◆ Coordinate and conduct marketing research efforts including: data analysis, survey design, and focus group administration.

Qualifications:

- ◆ Should take Marketing Research 381 by fall quarter, and should complete at least three marketing classes. (Including MKTG 381)
- ◆ Creative and innovative.
- ◆ Self-motivated, able to work independently, and willing to take initiative when creating and planning marketing projects.
- ◆ A strong attention to detail.
- ◆ Excellent oral, written, and presentation skills.
- ◆ Knowledgeable about social media, branding, and budgeting.
- ◆ Strong organizational and multitasking abilities.
- ◆ Shows campus involvement
- ◆ Keyboarding and proficiency with Microsoft Office 2013
- ◆ Min. GPA: 2.0 overall or a 3.0 in major.

Reports to : Director of VU Facilities

Work time: 16-19 hours a week, flexible

Compensation: Hourly & eligible for course credit

VIKING UNION
APPLICATION FOR MARKETING INTERNSHIP
DEADLINE: May 9th, 2014

Name _____ Phone _____

Address _____

E-mail _____ Year at Western: Fresh. Soph. Jr. Sr. Grd.

Major _____ Minor or Concentration _____

- Areas of Interest: (check all that apply)
- | | |
|--|---|
| <input type="checkbox"/> Market Research | <input type="checkbox"/> Budget Development |
| <input type="checkbox"/> Marketing Plan Design | <input type="checkbox"/> Graphic Design |
| <input type="checkbox"/> Media Relations | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Promotions | <input type="checkbox"/> Web Development/Design |
| <input type="checkbox"/> Special Events | <input type="checkbox"/> Event Planning |

**** (Please type in your answers to the questions below) ****

What courses have you taken relevant to this internship?

What experience or skills would you bring to this placement?

What do you hope to learn from this internship?

What would your ideal internship include?

What areas do you feel you need to work on?

What days/hours are you available for an internship?

Describe your computer skills and/or graphic design abilities.

Please share any other information you would like us to know about you.

Please return this application as well as your resume and cover letter to Sabrina Romano, 5th floor Viking Union Administration Desk, Mail Stop 9106. E-mail Tim McEuen at vu.marketing.intern@wwu.edu if you have any questions.