

Events and Promotions Summer Internship Position

The San Jose Downtown Association's (SJDA) Events and Promotions Summer Internship is ideal for a candidate interested in gaining valuable event logistics, promotions and PR/marketing knowledge. SJDA provides hands on experience in a fast-paced, fun, non-profit environment. The seasonal position allows interns a chance to work in a unique and creative atmosphere while gaining contacts and skills beneficial to a future career in a variety of within event production.

Events and Promotions Summer Internship duties consist of providing support to SJDA's Events and Promotions Manager and Communications and Marketing Departments including the following potential duties:

- Assist in implementing production duties associated with Starlight Cinemas outdoor movies, Music in the Park concerts, HER City socials and weekly Friday Farmers' Markets including, but not limited to, on-site logistical set up and vendor load-in/load-out over, volunteer staffing and coordination, managing event promotional booths and weekly production advance work (i.e. tow zone sign postings, scheduling, advancing and managing weekly entertainers and/or promotional events).
- Manage Farmers' Market Merchant at Market and Sponsor vendors - including weekly scheduling, advance work and revenue collections (when applicable).
- Assist with Dine Downtown promotions, business and attendee correspondence and survey collections.
- Assist with on-site sponsor fulfillment and related follow-up for all events.
- Assist with Downtown Doors Program as needed, including but not limited to, teacher and student outreach; artist recognition reception logistics and coordination with event sponsors and site hosts.
- Develop and track promotional marketing efforts - including recap reports, photo and collateral tracking, conducting event surveys and formulating results.
- Assist with media relations and PR for all events as needed, including weekly calendar updates and updates for Downtowner Online.
- Assist with neighborhood and business promotional outreach for all events.

Necessary Qualifications:

- MAC proficient – including Microsoft Word, Excel, Power Point. Knowledge of Adobe applications a plus.
- Willingness to learn via hands-on, on-site experience
- Detail-oriented with strong organizational skills
- Excellent communication skills
- Ability to work independently, and willingness to take on a full range of tasks

Schedule: 18 - 24 hours per week May - August 2014 (course-related requirements negotiable).

Compensation: This is an unpaid internship position, and therefore is not eligible to participate in company benefits, personal time off or paid holidays.

Contact: Please submit cover letter and resume to hr@sjdowntown.com or fax 408-279-1904.

Background Information:

SJDA is a non-profit membership based organization founded in 1986 that represents business and property owners working to enhance the vitality and livability of downtown San Jose. The purpose of the San Jose Downtown Association is to improve business conditions in downtown San Jose and promote a positive image of downtown through advertising, public relations and outdoor events. SJDA events for 2014 include: Downtown San Jose Farmers' Market, Dine Downtown Restaurant Week, Starlight Cinemas, Music in the Park concerts, HER City socials, Downtown Ice and various other public space programming initiatives. Go to www.sjdowntown.com for more information.

Revised 2/11/14