

# **Greater Gulf State Fair**

Fall 2019

## **Description**

The Grounds is a year-round entertainment, community, and commercial venue that hosts several of the Gulf Coast's largest events. Additionally, The Grounds is the home of the Greater Gulf State Fair. The Fair is a 10-day event that takes place from October 25 - November 3, 2019 and welcomes more than 100,000 visitors annually. They are searching for a Fall 2019 Communication, Events and Fair Intern for September-December 2019.

## **Responsibilities**

- Update and maintain GGSF's social media presence, including Facebook, Instagram, and Snapchat updates.
- Design flyers, graphics, e-vites, and other marketing material for major events hosted by GGSF.
- Reach out to community organizations, general public, and donors about upcoming Grounds and GGSF events
- Collaborate with staff on new ideas, directions, and venues for marketing and communications
- Work with GGSF staff to execute GGSF 2019
- Assist Fair Coordinator with needs relating to on-grounds entertainment, Grandstand Concerts and special events during the fair

## **Requirements**

- Must have a firm grasp of available tools and platforms in the social media space
- Completed or working toward a college degree, preferably in a related field (e.g., English, Marketing/Communications, or Public Relations)
- Previous internship or related experience in marketing, communications or events is a plus
- Must be computer literate (working knowledge of Word, PowerPoint, Excel)
- Proficiency in Adobe InDesign and Photoshop desired. Knowledge of HTML and graphic design a plus
- Must be an effective communicator, both written and oral
- Ability to communicate in a professional manner
- Self-motivated, good organizational skills, detail-oriented, ability to prioritize, multi-task and meet deadlines
- Enthusiasm for the mission of Greater Gulf State Fair Inc. and the community we serve

If interested, please contact Megan Sparks at [mspark@southalabama.edu](mailto:mspark@southalabama.edu)