

Viking Union Marketing Internship 2009-2010

[June 2009 – June 2010 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.
- ◆ Strategically plan and implement marketing programs for the VU 50th Anniversary.
- ◆ Represent the Viking Union at campus events including Transitions, Summerstart, and the Red Square Info Fair.
- ◆ Lead the VU Marketing Committee, consisting of administrators, staff, and students dedicated to formulating and refining the VU's marketing strategy.
- ◆ Collaborate and communicate with the AS Marketing Coordinator.
- ◆ Participate in the Associated Students Promotions Committee and VU 50th Anniversary Committee.
- ◆ Coordinate marketing research efforts including: data analysis, survey design and focus group administration.

Qualifications

- ◆ Should take Marketing Research 381 by fall quarter, and should have completed at least three marketing classes. (including MKTG 381.)
- ◆ Self motivated and willing to take initiative when creating and planning marketing projects.
- ◆ A strong attention to detail.
- ◆ Excellent oral, written, and presentation skills.
- ◆ Creative and innovative.
- ◆ Strong organizational and multitasking abilities.
- ◆ Keyboarding and proficiency with Microsoft Office 2007.
- ◆ 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 (4 quarter position)

Compensation: \$2,100/ quarter stipend

