

SCHEELS® arena

Position: Marketing & Social Media Internship Length: September 2019-May 2020	Remit Cover Letter and Resume to: Scheels Arena/Fargo Force Attn: Internships 5225 31st Ave. South Fargo, ND 58104
Reports To: Assistant General Manager of Scheels Arena	Or email to: fans@fargoforce.com

Summary:

The marketing assistant will be responsible for driving customer engagement and advocacy in support of new business and customer retention and growth. This role works closely with all levels within the organization to drive customer satisfaction and strengthen the affinity of our brand and products. This position requires a good eye for content and an understanding of what fosters engagement with customers. Content includes, print, social, website content, and digital media platforms. The ideal candidate must be able to build a plan around our social strategy and manage development from working with internal stakeholders to understand marketing needs and gathering internal approvals. Responsibilities also include, administration of our social media, content/imagery Fargo Force and Scheels Arena marketing, and management reporting.

Essential Duties:

- Help to manage the advertising and media buys for Scheels Arena
- Create marketing plans on how to sell tickets to Fargo Force games and Scheels Arena events
- Create marketing plans for concerts, family shows and other Scheels Arena special events
- Help manage Scheels Arena social media pages (i.e. Facebook, Twitter, Instagram)
- Create content and images for digital and print marketing
- Help manage Scheels Arena website
- Manage and update posters around Scheels Arena
- Seek out community events to attend for Scheels Arena to help build exposure for our games and events

Other duties as assigned by supervisor

Minimum Qualifications and Abilities:

Qualifications

- High school diploma or equivalent
- Ability to work nights and weekends for events and Fargo Force hockey games at Scheels Arena
- Ability to identify, cultivate and craft news stories and media materials
- Outstanding verbal and written communication skills
- Previous Twitter, Facebook, LinkedIn and other social media experience required
- High standard of professionalism, ethics, excellence and integrity
- Experience with graphic design and Photoshop is preferred

Work Environment, Physical Requirements and Additional Information:

Work Environment:

- Indoors, office environment

Physical

- Sitting for long periods of time
- Typing for long periods of time
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions