



## **ACS Marketing Intern – Summer 2015**

The 2015 ACS Marketing Intern will play a key role in providing the support required to maintain and grow the American Cheese Society and its Annual Conference & Competition. The intern should be prepared to work in a fast-paced team environment and will finish the internship having gained broad experience in various aspects of nonprofit marketing.

**This part-time intern will report to the ACS Marketing & Communications Director and provide general support to all three of the association's staff Directors (Executive Director, Marketing & Communications Director, Programs & Operations Director).**

### **Supporting the Marketing & Communications Director:**

- Research and grow the ACS media list, monitor press coverage around the ACS Conference and ACS programs more generally, and maintain an up-to-date PR tracking document for the organization
- Assist in coordinating sponsorships, liaise with sponsors, and serve as a key point of contact for sponsors at the Annual ACS Conference
- Assist in social media management via ACS's Facebook, Twitter, Instagram, and LinkedIn accounts
- Manage content and push notifications on the ACS mobile app
- Draft and edit press releases as needed
- Proof and edit ACS Conference & Competition print and electronic materials
- Develop talking points for ACS media engagement
- Plan media briefings to be held on-site at the ACS Conference
- Serve as a liaison to ACS PR firm for the ACS Conference
- Develop and update content for ACS websites
- Create and maintain archive of current and historic ACS photos and collateral

### **General duties include but are not limited to:**

- Provide general administrative duties as directed
- Answer phones and respond to calls, emails, and other correspondence as needed
- Provide support in organizing, packing, and shipping materials and supplies to ACS Conference site
- Support staff, committees, and Conference Planner around the ACS Conference & Competition

**Who should apply:** Undergraduate college students in the Denver, CO area who are interested in developing their marketing, public relations, writing, editing, and event planning skills, while learning the ins and outs of working for a nonprofit organization. While this is an unpaid internship, you will have the opportunity to travel to Providence, RI with ACS staff in the summer of 2015 to gain hands-on marketing experience at a unique and renowned international event.

## **REQUIRED QUALIFICATIONS**

### **SKILLS, KNOWLEDGE & ABILITIES**

- Effective oral and written communication skills
- Proficiency with Microsoft Office Suite
- Familiarity with WordPress, Adobe Creative Suite, and MailChimp or similar programs preferred
- Excellent writing, proofreading, and editing skills
- Strong attention to detail
- Diplomacy and comfort in interacting with a diverse audience
- Reliable and honest, with a positive outlook
- Ability to work flexible hours as needed

- Ability to lift at least 40 lbs (for event/meeting set up and supply handling)
- Ability to travel to the Annual ACS Conference & Competition in Providence, RI from July 21 – August 2, 2015

## EDUCATION

The ideal candidate will be currently enrolled in an undergraduate academic program with a focus on Marketing, Communications, or a related field. Applications from students in other disciplines will be considered.

## EXPERIENCE

Previous experience working in an office environment is preferred, but not required.

## DESIRED QUALIFICATIONS

- Interest in the specialty foods market and/or cheese and gourmet foods
- Desire to gain experience working for a non-profit, member-based association
- Proactive problem-solving skills; flexible individual who never says “it’s not my job”
- Desire to be a part of an organizational culture that encourages teamwork, collaboration, and growth
- Strong customer-service and communication skills

## HOURS & COMPENSATION

- **Duration of internship:** May 18 – August 14, 2015
- **Hours:** 10-15 hours per week from May 18 through July 17, 2015. Additional hours required for the ACS Conference in Providence, RI may exceed 40 hours per week from July 20 – August 2, 2015. Travel with the ACS team to Providence, RI, along with lodging and meals, will be provided for the duration of this trip.
- This internship is unpaid, but may qualify for college credit.

## APPLICATION PROCESS

Please send resume, cover letter explaining your interest in this position, and 3 writing samples (attached or send URLs) to [acasper@cheesesociety.org](mailto:acasper@cheesesociety.org). APPLICATION DEADLINE: APRIL 24, 2015

### About ACS

The American Cheese Society (ACS) is the leading organization supporting the understanding, appreciation, and promotion of artisan, farmstead, and specialty cheeses produced in the Americas. At nearly 1,500 members strong – nearly a doubling of membership in its last decade of operation – ACS provides the cheese community with educational resources and networking opportunities, while encouraging the highest standards of cheesemaking focused on safety and sustainability.

### About the ACS Annual Conference & Competition

The ACS Conference & Competition is the foremost educational conference and world-renowned cheese competition in North America. 1,000 leading professionals, purchasers, and influencers attend each year to network, sample products, and learn from one another.

*Cheese Camp 2015: Craft, Creativity, Community*, the 32<sup>nd</sup> Annual ACS Conference & Competition, will take place at the Rhode Island Convention Center in Providence, Rhode Island, from July 29 – August 1, 2015. Learn more: [www.cheesesociety.org](http://www.cheesesociety.org).