



## 2014 Governor's Public Service Summer Internship Program

Agency: **WHITE RIVER STATE PARK (DEVELOPMENT COMMISSION)**  
**801 West Washington Street | Indianapolis, IN 46204**  
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Agency Intern Contact: **Alexander (Alex) Umlauf**  
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Position Title: **Family Programming & Marketing & Outreach Internship 1 of 2**  
Position Posting Dates: **Seasonal (TBD)**  
Internship Location: **Marion County (and occasionally in surrounding counties)**  
Hire Salary: **\$ 10.00 to 11.00 per hour**  
Hours: **37.50 hours per week (occasionally includes over-time)**  
Days: **Monday – Saturday (occasionally includes holidays and Sundays)**  
Flexibility: **Yes (based on agreed staffing coverage with Agency Internship Contact and the other same season Interns)**

### Qualifications (desired experiences, training, etc.):

**To be considered for this position, you must be enrolled currently in an accredited college or university AND have completed at least two and one half (2.5) years of college-level education credits (Example: If 120 credits are required for an undergraduate degree, then candidates must have completed at least 75 credits for consideration. No minimum credit requirement for graduate degree candidates). Priority is given to candidates that have completed at least three (3) to three and one half (3.5) years of college-level education credits (Example: If 120 credits are required for an undergraduate degree, then candidates must have completed at least 90 to 105 credits for consideration. No minimum credit requirement for graduate degree candidates).**

**To be considered for this position, candidates must submit a writing sample. Priority is given to students who include a writing sample with their initial application.**

Additional qualifications include a pursuit of a Bachelors degree (or other advanced degree) in Communications, Journalism, English, Marketing, Business, Finance, Economics, Public Policy, Event Management, Informatics, Tourism Event Management, Park and Recreation Management, Sport Marketing/Management/Communication, and/or Computer Technologies.

Also, students must have excellent written and verbal communication skills and computer experiences (Microsoft Word/Excel/PowerPoint/Access, Marketing Design, Internet Applications, and Social Media). A sense of urgency and the ability to achieve accuracy with sound judgment are desired.

Students must reveal a minimum of two (2) years of marketing experience (college courses are suitable exceptions), and a minimum of three (3) years of teamwork responsibilities, and a minimum of three (3) years experience with general public interactions in a business environment (college courses are suitable for partial requirement at the discretion of the agency).

Students should have some experiences supporting direct sales channels (**preferred**), some experiences working with outside marketing and media agencies (**desired**), detail-oriented with agency specific knowledge/skills/abilities (**required**), demonstrate knowledge of the marketing planning process and marketing management process – especially for the cultural and entertainment business sectors (**preferred**), demonstrate people and budget management skills (**required**), demonstrate creativity – including internal and external marketing materials creation (**desired**), demonstrate project management skills to develop and execute multiple projects simultaneously to meet overlapping deadlines (**required**), demonstrate ability to thrive in a challenging and fun environment with many unknowns and changing objectives (**required**), demonstrate above average organizational/problem-solving/decision-making skills (**required**), demonstrate strong verbal and written communication and presentation skills (**required**), demonstrate ability to proactively identify issues/develop solutions/implement resolutions (**preferred**), demonstrate creative and strategic thinking (**required**), must have the passion of a self-starter and quick learner (**required**), demonstrate ability to work independently as much as necessary – even without guidance from agency staff at times (**required**), and other knowledge of the Indianapolis and tourism sector (**preferred**).

**Again, to be considered for this position, candidates must submit a writing sample. Priority is given to students who include a writing sample with their initial application.**

**Job Duties Include (not an all-inclusive listing of activities):**

Work closely with Park's staff and other key stakeholders to develop and perform visitor enhancement initiatives that achieve stated objectives. Represent White River State Park through internal and external marketing and public relation outreach events (especially holiday/seasonal festivals, fairs, concerts, sporting events, community gatherings, etc.). Provide knowledgeable leadership skills to drive overall Park awareness and assist staff to increase multiple public visitation opportunities for the general public. Due to the cycle of the events and grassroots outreach initiatives, long weeks and long hours will happen during the internship. Selected candidates must schedule breaks and other factors for their health and safety during the internship peak season.

Assist the Park's staff with the marketing and selling of White River State Park Passes to area businesses, community organizations, and other TBD partners throughout Marion and the surrounding Central Indiana counties.

Research and assist with creating media pitches and press releases, establishing strong relationships with media and clients, following industry trends and developments, attending press tours and trade shows (exceeding visitor expectations by generating quality and consistent awareness and follow-up lead programs), and more.

Coordinate meetings and research for current and future Park Programming "events" and collaborations with the Park's staff and initiatives. Facilitate strategy sessions, brainstorming events, and coordination between internal staff and external partners and vendors.

Awareness and implementation of emerging social media channels, networking with agency partners, cultivating new partnerships, and utilizing other TBD technological advancements to raise awareness of the Park and many events and opportunities throughout the year. This is in addition to the internship season.

Accurate research, database maintenance, mailings, and document production. Requires the ability to organize and negotiate project schedules. Excel as a member of a team on joint efforts, able to multi-task, and work on several projects at once – both individually and in a team environment.

**Moderate to heavy travel outside of the "office" setting is necessary and required.** Reliable transportation (**required**). Please note overall much more time is **required** outside (in **various weather conditions** and for **long periods of time**) than a typical "office" setting. Interns are **required** to spend majority of time interacting with the public than inside making copies and filing paperwork. Other duties are assigned as necessary.