

Rowell Ranch Pro Rodeo - Internship

Rowell Ranch Pro Rodeo Marketing Committee | Castro Valley, CA | RowellRanchRodeo.com

Marketing and Communications Intern

About Rowell Ranch Pro Rodeo

First hosted by Harry Rowell, “The Rodeo King of the West” over 100 years ago, the Rowell Ranch Pro Rodeo (RRR) has provided our community with the opportunity to experience the historical sport of rodeo.

Today, the Rowell Ranch Pro Rodeo Committee, a local, non-profit organization continues the passion of the late Harry Rowell in maintaining the tradition of hosting our rodeo (second weekend in May) and other associated events.

Internship Description

In our goal to keep the liveliness of rodeo strong in our community, the RRR Marketing Committee is seeking the assistance of two marketing and communications interns who will support a variety of social media and marketing initiatives and become integral members of the Marketing Committee.

Role Functions and Responsibilities

Social Media:

- Assist with social media engagement by helping coordinate different social channels (IG, Facebook, Twitter, etc.)
 - Draft, edit & post to appropriate social channels
 - Monitor and report web analytics on a regular basis

Marketing/ Advertising:

- Engage with Marketing Committee on a regular basis for brainstorming ideas for new and innovative marketing and social media campaigns that will reach RRR goals
- Assist with gathering data for marketing reports

Public Relations:

- Develop a process to track stories and mentions of the RRR and professional rodeo relevant to the work of the Marketing Committee

Administrative:

- Attend Marketing Committee Meetings - Monthly - Virtually
- attend larger RRR Committee Meetings - Optional - Monthly
- Organize and manage marketing files
- Coordinate and update contact database in Constant Contact

Reporting Structure

- As a member of the Marketing Committee the Interns will be active committee members; however, will be directed by and report to the Marketing Committee's Intern Coordinator.

Requirements

- Excellent written communication skills
- Knowledge and experience with social media platforms such as Facebook/ Meta, Instagram, Twitter, ect.
- Strong attention to detail and organizational skills
- Self directed, with an ability to work in a team environment
- Ability to learn graphic design programs with the ability to create compelling content
- Rodeo, western and or agricultural knowledge a plus
- Current enrollment at an accredited college/university and who will be continuing their education in the fall of 2022. Candidates should be seeking a Bachelor's Degree in Marketing, Public Relations, Communications or Journalism
- **Weekly commitment: 3-5 hours** until the end of May 2022

Benefit of Intern

- Rights to use any and all analytical data in resume, LinkedIn and job interviews, specifically highlighting the direct positive impact of the intern from a sales, advertising or engagement perspective
- Introduction to and experience working with non-profit boards of directors
- Letter of recommendation written by intern coordinator
- Valuable work experience under supervision of a PRCA sanctioned rodeo
- Exploration into potential career path
- Access to volunteers with professional leadership roles in a variety of industries
- Develop and refine skills
- Tickets to all Rowell Ranch Rodeo events

Please email resume to Courtney Gray | Marketing Intern Coordinator | Gray.courtney17@yahoo.com