



## NEBRASKA STATE FAIR JOB DESCRIPTION

### MARKETING INTERN

As of December 1, 2025

#### I. OVERVIEW

The Marketing Intern will assist in developing market strategy, media relations, social media plans, website design and public relations plans to promote and support the Nebraska State Fair. This position reports in-person to the marketing director in Grand Island, Nebraska.

A successful candidate will have a strong social media background. The individual needs to be self-motivated with a desire to organize social media content, schedule and coordinate meetings, and coordinate marketing efforts with multi-faceted media outlets. Ideally, candidates would be interested in implementing new marketing efforts, creating new design pieces and enhancing social media engagement.

**Duties of the Marketing Intern focus heavily on media and social media assets. Responsibilities include creating and scheduling content across all platforms, building portfolio of assets for future use (photos/video), writing press releases and more.**

#### **Specific Duties Include:**

- Provide creative ideas in the development of marketing materials
- Oversee and engage with social media and the website, daily
- Coordinate media efforts on a daily basis for the 11-day State Fair
- Help to coordinate and write shot sheets for onsite photographer(s)
- Coordinate development of social media posts, photos, videos, and interviews during the Nebraska State Fair
- Assisting with creation of along-term strategic promotional plan for Nebraska State Fair
- Development of monthly social media plans which involve all State Fair departments
- Planning and writing press releases
- Participation in Nebraska State Fair Staff planning meetings

## **II. EDUCATION & EXPERIENCE**

Experience in social media, marketing, communications, public relations, journalism, or related business field is preferred. This position requires knowledge, experience and strong skills in digital technology, media, design, various computer programs, and excellent verbal and written communication skills. Proficiency in Adobe Suite is a plus.

## **III. WORK ENVIRONMENT / SCHEDULE**

The majority of work is performed in the Nebraska State Fair Office within the Nebraska Building or on the Fonner Park campus. A normal work week will be 40 hours. The incumbent will need to be on grounds during the 11 days of the Nebraska State Fair and if available, should consider being on grounds for 4 days of the Aksarben Stock Show. The position time frame is May 15 through September 29, 2025 (flexible) and is a paid position.

**Those interested in this position should send cover letter and resume to [cglock@statefair.org](mailto:cglock@statefair.org).**