



## **MARKETING / ADVERTISING INTERNSHIP JOB DESCRIPTION**

### **PAID POSITION**

- Prefer a 2023/2024 senior class student who plans to graduate within the next year majoring in Marketing, Public Relations, Advertising and/or Communications
- Reports to the Marketing & Advertising Director.
- Student needs to have good organizational skills and exhibits high attention to detail.
- Hours are flexible, about 12-15 hours per week. Includes a few events each month on nights and weekends.
- Internship begins April 2023 through May 2024

#### **Assist with promotions and special events**

- Sporting Events - help coordinate and implement Shoney's presence at local sporting events (Knoxville Ice Bears and Tennessee Smokies Games)
- In-store events – Promotions with community groups, radio remote broadcasts, etc.
- Special promotions with community partners
- Parades – help coordinate and implement Shoney's presence at local parades.

#### **Work on projects with community partners**

Some examples of community partners are Children's Hospital, Knox County School's Partners in Education (P.I.E.) Tennessee Smokies, Knoxville Ice Bears, Zoo Knoxville, Visit Knoxville, Titanic Pigeon Forge, Dolly Parton's Stampede, Dollywood, Boys and Girls Club, The University of Tennessee at Knoxville, and many area schools.

#### **Manage sponsorship and donation requests.**

#### **Manage Shoney Bear appearance schedule**

Accompany Shoney Bear mascot to appearances and be an ambassador of Shoney's Restaurants at events.

#### **Create the monthly newsletter, E-newsletter and monthly events list**

Write, create, design, and distribute events list, in-house newsletters to 18 restaurants and E-newsletter through MailChimp.

#### **General office duties:**

Coordinating electronic media, copying, filing, distributing memos, opening and sorting mail, emails, occasional research projects, fulfilling donation and sponsorship requests and sales lead fulfillment correspondence, etc.

#### **Assist with media placement**

Includes radio, television, print, digital media, website updates, electronic and billboard placement.

#### **Assist with Social Media Campaigns**

Includes utilizing social media applications and other internet outlets such as Facebook, Twitter, Instagram, Google Analytics and MailChimp to increase visibility and traffic to the restaurants and to ShoneysKnox.com.

#### **Assist director with daily marketing and advertising tasks, as needed.**

#### **How to Apply:**

Please send resume and interview schedule availability to:

Annie LaLonde  
Marketing and Advertising Director  
promotions@shoneysknox.com