Job Description

Position: Marketing Intern
Reports to: Director of Marketing & Events, VP of Sales and Marketing, GM
Job Classification: Non-exempt, part-time or seasonal

Epic Waters Indoor Waterpark, LLC and American Resort Management and requires 100% commitment from every associate, to uphold our core values and mission. Regardless of your position or role, you must display “over the top” hospitality to guests and fellow team members that goes beyond standard expectations. You must act with integrity, deliver a quality performance, be a positive influence on your team, act disciplined and professional, have accountability and ownership for your role, and work with a smile.

Position Summary:

Responsible for the planning, implementation, and the follow-up of the marketing and PR efforts for the Epic Waters. Must be a team player, yet able to work well independently, meeting position requirements without constant supervision. Position will work closely with the Epic Marketing Team and the Epic Waters Executive Team. The Marketing Intern must display an elevated level of professionalism, enthusiasm, and the ability to present ideas to an audience with strong verbal and presentation presence.

Learning and Growth Opportunity:

This intern position is a good fit for Marketing, Graphic Design and/or Communications majors. This internship opportunity will expose the right candidate to an array of direct experience dealing with the marketing and PR efforts for the company in many different markets and segments.

The Marketing Intern will get experience working to fine tune property presence on all social media channels (Facebook, Twitter, Instagram, LinkedIn, Snapchat, etc.), company website and web traffic analysis, email marketing service, promotions, specials, and revenue opportunities, advertisements and campaigns, and fine tuning the overall marketing and PR for Epic Waters.

Position Essential Responsibilities:

- Assist in the content management of the Epic Waters website.
- Develop and implement social media strategies. Maintain ongoing social networking and other word-of-mouth initiatives.
- Develop and support the Epic Waters visual brand.
- Coordinate with and assist the Special Events Team, as well providing support and assistance to the senior members of the Marketing Team.
• Assist in creation and distribution of press releases, including the development of new media contacts and outlets.
• Assist in the creation of guest surveys, the delivery of the surveys, and the analysis of the results, as well as administering and maintaining databases of prospects and customers.
• Monitor and maintain all web listings and sites such as Yelp, TripAdvisor, Google+, etc., while responding to reviews and comments.
• Assist in reporting the ROI of marketing programs, such as promotions, specials, packages, etc., including Google AdWords and paid social placements.
• Create white sheets and outlines for all public relations efforts.
• Assist in the implementation of marketing materials, such as brochures and banners.
• Any other duties or responsibilities, as assigned by the Executive Team.

Position Specific Requirements-Knowledge, Skills, and Abilities:

• Marketing and/or Communications course work is required, with some marketing experience; knowledge of social media channels is preferred.
• Experience with planning, implementing, and executing specials events is not required, but preferred.
• Excellent organizational skills and acute attention to detail.
• Design skills and working knowledge of design programs is required.
• Strong verbal and written communication skills.
• Proficiency in proofing, editing, and grammar.
• Computer literacy and ability to use required software programs, including the basic Office programs such as Word and Excel, and a facility with learning new software.

Performance Measurement:

• Marketing Materials, Media Posts, and Information will be developed following Branding Guidelines.
• Public Relations events and efforts will be developed and implemented, and results tracked.
• Project and assignments will be successfully completed within given deadlines.

Physical, Schedule and Work Requirements:

The physical demands described here are representative of those and employee encounters performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and position requirements.

• Must be able to sit and stand for extended periods of time.
• Able to work in a fast-paced, year-round waterpark facility environment.
• Able to work weekends and some holidays. A schedule will be set as needed according to special events and other programs.
Please note: This job description is intended to be a guide for new associates to understand their role and what is necessary to fulfill the responsibilities of their position. It is not a complete list of every task that may be required in this job role. Job tasks may change from time to time, with or without notice, at the discretion of ARM-EPIC, LLC.

I have read and understand the content contained in this job description and have addressed all questions or concerns related to the requirements of this position.

Intern/Associate Signature: ________________________________ Date: __________

Manager Signature: ________________________________ Date: __________

Epic Waters and ARM-EPIC, LLC offer Equal Employment Opportunity to all applicants and employed associates without regard to race, color, religion, gender, sexual orientation or preference, national origin, age, disability, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. Selection is based on the candidates whose background and qualifications best match the knowledge, skills and abilities expected for the position as determined by the hiring manager.