

# Marketing & Communications Internship

## Appleton International Airport

**Position** - Marketing and Communications Intern

### Description

Here is an opportunity to obtain an unforgettable learning experience and work with a fun, dynamic team. This position reports to the Marketing Director and Marketing & Communications Specialist, and interacts with travelers, airlines, TSA, and airport staff.

### Internship schedule:

Mostly M-F 8am - 4:30pm, but may include evenings and Saturdays. Position flexible up to 40 hours during breaks and summer.

### Responsibilities

- Opportunity to help create a strong brand presence, brainstorm new ideas, and see your work come to life
- Collaborate on marketing concepts/projects and assist in creation and implementation
- Assist with building an engaging online brand presence by creating, posting, and executing content across all ATW's channels; including Facebook, Instagram, LinkedIn, Twitter, TikTok
- Help in the creation and editing of content for newsletter
- Design visual concepts to communicate ideas that inspire, inform, or captivate consumers
- Assist in planning on and off-site promotional events; including 2022 ATW Ice Cream Bus, EAA AirVenture and Honor Flight

### You Will Also Learn

You will learn 'insider' travel knowledge and experience the daily operation of the airport as a member of our team. You'll feel the love our community has for the airport as you represent us in the Fox Cities.

### Requirements

- Background in marketing, sales, communications, advertising or a related focus
- Individual should be able to craft and execute a vision with creativity and style
- Active in social media and is first to know of new features and platforms as well as apply them and use them
- Must be comfortable with being assigned a goal and running with it — owning projects full circle from conception to delivery to follow-up
- Must be proficient in Adobe InDesign, Illustrator, & Photoshop and/or other common design applications
- Strong communicator, able to speak to small groups and command attention
- Should be open-minded, a fast learner, able to adapt to a fast-changing environment
- Must be able to pass a federal background check and receive a SIDA badge
- Knowledge or interest in Aviation/Travel industry a plus

## **To Apply**

Send resume and cover letter to:

Hollie Foley

Marketing & Communications Specialist

[hfoley@atwairport.com](mailto:hfoley@atwairport.com)