



# Event Marketing Intern Summer 2019 - Indianapolis, IN

BUILDING TOMORROW

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## OVERVIEW

Building Tomorrow, an Indianapolis-based not-profit organization that promotes inclusive, transformative education in East Africa, invites applications for our summer Event Marketing internship. Interns will work closely with staff to plan, market and execute our signature summer fundraiser, the Indy Burger Battle.

Through this position, interns will gain the experience of advertising and running a large, complex event from planning stages to completion. Building Tomorrow has a small US-based staff, so interns will be welcomed as an integral part of our team. Building Tomorrow also conducts biweekly learning sessions with interns to share different aspects of our programming and operations, giving an insight into the management of an international non-profit and providing an opportunity to learn more about global development.

This is a perfect opportunity for a high-achieving self-starter who's looking to gain tangible skills and accomplishments to build their resume, while also contributing to a worthwhile cause!

## THE ORGANIZATION

Started in 2006, Building Tomorrow improves access to child-friendly, community-supported schools by providing an inclusive, quality education for underserved children in East Africa. Through our Thriving Schools Program, we deploy Building Tomorrow Fellows who recruit and train Community Education Volunteers, together bringing out-of-school children into the classroom while working with school leadership to ensure access to an inclusive, quality school environment. We also work hand-in-hand with local communities, Uganda's Ministry of Finance and Uganda's Ministry of Education to construct new primary schools where no formal primary school exists.

Building Tomorrow's work has been recognized locally in publications such as the Indianapolis Monthly and nationally by former president Bill Clinton who, impressed with Building Tomorrow's work, visited a Building Tomorrow School in Uganda. To date, Building Tomorrow has constructed and opened 73 primary schools, provided 400 schools with capacity-building support, and brought over 45,000 out-of-school children back to class.

## THE INDY BURGER BATTLE

Restaurants from across Indianapolis create their own unique burger to serve as sliders at Building Tomorrow's Annual Indy Burger Battle on July 27<sup>th</sup>. Guest have the opportunity to try them all and decide whose is the most scrumptious. At the end of the day, guests' votes will determine the People's Choice winner and local celebrity judges will determine the Critics' Choice winner to crown the best burgers in Indianapolis! All proceeds benefit Building Tomorrow. More info is online at [www.IndyBurgerBattle.com](http://www.IndyBurgerBattle.com).

## SPECIFIC RESPONSIBILITIES INCLUDE

- Promoting the event city-wide through web and print materials
- Coordinating radio and TV promotion spots
- Creating a social media plan and crafting content
- Incorporating Building Tomorrow's mission into event advertising
- Planning and executing logistics for a successful Indy Burger Battle event
- Contacting vendors to set up advertising tents at the Burger Battle
- Other duties as assigned

### **WE WANT YOU TO APPLY IF YOU...**

- Have previous experience in event planning, marketing, public relations, graphic design, or social media
- Have a passion for global development or education
- Are a self-starter
- Enjoy navigating unforeseen challenges
- Are creative and intrapreneurial
- Are a strong team player with a self-motivated work ethic

### **CRITERIA TO BE MET**

- Open to a variety of majors, including but not limited to: Marketing, Business, Public Relations, Communications, International Studies, English, Political Science, Sociology, and more
- Excellent written and oral communication skills
- Able to juggle several tasks at one time
- Exceptional organizational skills
- Reliable and able to work independently
- Able to commit to 10 weeks of work (start and end dates are flexible)
- **Available Saturday, July 27th** to help run the Indy Burger Battle event

### **POSITION DETAILS**

This is an unpaid, part-time internship. Interns will be expected to work approximately 20 hours per week during normal work hours (8am-5pm, Monday through Friday). Start dates are flexible, but ideally the internship will run from late May to early August. Interns will primarily work out of our office located in downtown Indianapolis, but will also have several out-of-office meetings with Indy Burger Battle vendors and competitors.

### **HOW TO APPLY**

Please send resume, cover letter and three references by email to [intern@buildingtomorrow.org](mailto:intern@buildingtomorrow.org) by 5pm (EST) on April 15th with the title of the position you are applying for in the subject line. Incomplete applications will not be considered. Short-listed candidates will be contacted for an interview.