

January 21, 2021

## **Peoria Area Convention and Visitors Bureau - Job Description**

**ROLE:** Event Coordinator (Intern) and Sponsorship Coordinator (Intern)

**REPORTS TO:** Director of Experience and Sponsorship

### **ESSENTIAL FUNCTION**

Discover Peoria is seeking an Event Coordinator Intern and a Sponsorship Coordinator Intern dedicated to growing his/her skills while also making a splash here, on our team. Candidate(s) will develop keen sales and events skills by assisting our Director of Experience and Sponsorship with outreach to hundreds of local vendors, businesses and organizations. Intern(s) will also gain hands-on experience by contributing to event preparation, execution, and wrap-up. Interning with the Peoria Area Convention and Visitors Bureau will immerse candidate(s) in the world of experiential marketing and sponsorship. We are seeking a passionate and hardworking person with a positive attitude who is highly social, excited about learning, and ready to give it 110%!

### **RESPONSIBILITIES**

- Be a positive influence and advocate the PACVB mission, values and passion
- Collaborate with internal teams and external partners, sponsors and vendors to ensure successful solutions, efficient processes, and strong and enduring relationships
- Act as promotional liaison between the Peoria Area CVB and local businesses, suppliers, vendors, and venues. Create and manage a list of contacts for each, onboard and assist in the management of relationships
- Help source and contract local entertainment, DJs, bands, photographers, artists, organizations and talent
- Recruit, organize, filter and communicate with PACVB volunteer database
- Manage PACVB Partnership requests on Social Media and the PACVB Website
- Target, contact and contract PACVB Discover Guide Sponsors
- Assist Director of Experience and Sponsorship in reimagining, developing, promoting and implementing both in-person and virtual events during the 2021 calendar year
- Manage PACVB Calendar of Events

## **DEFINING EXPERIENCE**

An experience is an effort to form memorable, emotional connections with a brand, create and nurture business opportunities and develop long-term loyalty by focusing on the way visitors/guests/attendees feel while interacting with a Brand.

Brand, as it pertains to Discover Peoria, represents the image of the communities of Peoria, East Peoria, Metamora, Pekin and Washington as well as sub-brands developed to support attractions and experiences.

## **DEFINING SPONSORSHIP**

Sponsorship is a form of marketing in which a company pays for the right to be associated with a brand, project or program in exchange for recognition.

Sponsorship, as it pertains to Discover Peoria, is an opportunity for organizations to support the region. Sponsorship opportunities vary per level of interest and include unique advertising opportunities such as fixed ad placements, social channel promotion, exclusive regional exposure, content collaborations and initiatives that take place during/throughout Discover Peoria experiences.