

## Marketing Intern: Summer 2023

### Description

Sandia Peak is looking for a qualified and motivated intern to join our marketing/ advertising/ communications team for Summer 2023. The individual in this position will spend a lot of time learning about the benefits and use of different marketing platforms along with deep integration into the tourism industry of New Mexico. Our marketing department produces quality work for Sandia Peak Tram, TEN 3 Restaurant, and Ski Santa Fe. Therefore, this intern will participate in various stages of traditional and digital marketing, social media, contract negotiations and strategy planning with each company.

### Responsibilities

- Assist in the distribution and delivery of marketing materials.
- Assist in development of marketing campaigns and strategies.
- Review contracts with various advertising platforms (billboards, radio trade, brochures)
- Preparation and Placement of radio spots.
- Assist in management of social media accounts, including post planning and engagement measuring.
- Collaborate with team to create marketing materials including: videos, ads, email campaigns.
- Assist with photo and video shoots to capture content for upcoming marketing campaigns.
- Organize and tour with FAM or site visitors.
- Work with the marketing team to prepare media and social engagement plans for extended Tram shutdown in 2024.
- Assist with analyzing inquiries for social influencer visits.
- Provide content and interaction with followers to support social media efforts.
- Monitor social media for trending topics to utilize on social media channels.
- Attend tourism events, trainings and meetings.

### Requirements

- Pursuing or recently graduated with a degree in marketing OR professional marketing career focus
- Excellent verbal and written communication skills
- Knowledge and use of various social media platforms
- Detail oriented and organized
- Ability to take initiative
- Ability to take direction and multi-task
- PowerPoint, Word and Excel experience
- Outlook experience

### Benefits

- Gain hands-on experience in a fast-paced marketing environment
- Learn from experienced marketing professionals
- Opportunity to contribute to the development and execution of marketing strategies
- Potential for future full-time employment or professional reference

To apply, please submit your resume and a cover letter describing your qualifications and interest in the position to [jfox@sandiapeak.com](mailto:jfox@sandiapeak.com) or visit <https://sandiapeak.com/summer-marketing-internship/>.

Employment Opportunities: Sandia Peak Tramway and TEN 3 are proud to be Equal Opportunity Employers, supporting diversity in the workplace. We provide equal opportunity to all qualified individuals regardless of race, color, religion, age, sex, national origin, veteran status, disability, or any other factor protected by law.