



Global Spectrum offers internship placements in a range of careers related to marketing, advertising, public relations, sales, finance, event planning and facility operations.

Positions are currently open at the Global Spectrum-managed MassMutual Center

Job Title: Marketing and Group Sales Intern
Reports To: Director of Marketing
Number of Positions: 3 students per fall, spring, summer semesters
Hours Required: Approximately 10-40 hours/week in addition to Specific Event Dates
Wages: Non-Paid

Qualifications: College sophomores, juniors or seniors working for academic credit. Applicant must have knowledge of Microsoft Applications, File Maker, etc. Applicant must be well organized with ability to prioritize and handle multiple assignments and be willing to get involved in projects with varying degrees of difficulty. Applicant must possess the ability to work in a fast-paced environment and have excellent written and verbal communication skills.

Responsibilities include, but are not limited to the following:

- Generate and pitch story ideas to National, Regional, and Local Media.
- Brainstorm, plan and execute marketing and publicity events.
- Create and execute media releases and press kits.
- Update web site.
- Attend internal and external business meetings.
- Meet with potential sponsors or execute marketing with third-party partnerships.
- Work with events managers during facility events.
- Conduct demographics and psychographics research for various department projects and upcoming events.
- Create overview and recaps of event and marketing promotions.
- Grassroots initiatives
- Maintain database
- Manage press Clippings, tear sheets, and other archives
- Place Group Sales calls and process ticket orders
- Perform all other duties and responsibilities as assigned.

The Internship Program will last the duration of a school semester, with a minimum of a six-week program.

Applicants should submit their resume, cover letter, and desired Global Spectrum-managed facility to either:

Candido Diaz, Group & Sponsorship Sales Manager
cdiaz@massconvention.com
413.271.3223

Nathanael Harris, Marketing Manager
nharris@massconvention.com
413.271.3209

For more information on the MassMutual Center visit:

www.massmutualcenter.com