



Marketing & Community Relations Internship

South Bend International Airport (SBN) provides nonstop service to thirteen cities – Atlanta, Charlotte, Chicago, Dallas/Fort Worth, Detroit, Fort Myers/Punta Gorda, Las Vegas, Minneapolis, New York City/ Newark, Orlando/Sanford, Phoenix/Mesa, Sarasota/Bradenton, and Tampa Bay/St. Petersburg – with connections world-wide. Our multi-modal terminal serves over one million air and rail passengers each year. According to the 2012 Economic Impact Report from the state aviation association, Aviation Indiana, SBN’s total annual economic impact on South Bend and surrounding communities was in excess of \$1.7 billion.

The administrative offices are located at the east end of the terminal near the South Shore train.

SBN seeks a marketing and community relations intern available to work approximately 10-15 hours a week for the fall semester. Interested applicants must be able to fulfill the bulk of their hours Monday – Friday between 8:00 a.m. and 4:00 p.m. Hours needed to be worked for special events outside of normal work hours will be incorporated into the weekly hourly commitment.

The marketing and community relations intern will work closely with the Vice President of Marketing & Air Service Development. Duties include:

- Messaging strategy/development of social media posts/calendar
- Assist with event planning and execution for area chamber events and other community events in which SBN takes part
- Perform website updates
- Assist in writing press releases and blogs
- Assist in collection of customer feedback and analyzing data
- Attend applicable staff, stakeholder, and vendor meetings when available
- Other duties/projects as assigned

Requirements:

Intern must be a junior or senior at time of internship. Good communication skills along with the ability to think creatively. Prior social media experience a plus. Must have knowledge of Microsoft Office (Word and Excel). Priority will be given to students with graphic design software and/or photography experience. This is an unpaid internship.

For more information on South Bend International Airport, visit www.flySBN.com or call 574.282.4590 ext. 230. To apply, please send resume and cover letter hr@sbnair.com.

Testimonial:

“My experience as a marketing and community relations intern with SBN was nothing short of positive. The combination of freedom and responsibility that it provided allowed me to exercise independence in the field that a textbook cannot teach. There was not a day that went by where I did not learn something new. This can be attributed to Julie Curtis, Vice President of Marketing

and Air Service Development, of whom I worked as an intern for. From adjusting her own schedule so that I may attend beneficial meetings to taking time out of her day so that I fully understood a concept, she truly goes above and beyond to create the best possible learning experience for her interns. The learning curve that this internship provides has instilled a confidence in my digital, interpersonal, analytical, and communication skills that I once lacked. It has affirmed my passion for marketing and has given me an invaluable amount of experience and knowledge that I can be confident in using as the foundation for my future career endeavors.”

-Kennedy Richardson, Saint Mary’s College Class of 2020