Submit resumes to marketing@chicagolandspeedway.com

**Chicagoland Speedway & Route 66 Raceway**

 **Consumer Marketing**

Job Title: Consumer Marketing Intern

Job Status: Seasonal – May 2014 thru September 2014

Reports To: Marketing Coordinator and Director of Consumer Marketing

**Position Purpose**

During the five month internship, the Consumer Marketing Intern will gain valuable experience and knowledge about consumer marketing, live events and the motorsports industry while supporting the Marketing team with all efforts on multiple platforms, such as social, on and off site displays and events. The intern must be readily available to answer questions, concerns and complaints of Chicagoland Speedway and Route 66 Raceway fans.

**Company Conformance Statements**

In the performance of their respective tasks and duties, all employees are expected to conform to the following:

* Perform quality work within deadlines with or without direct supervision.
* Interact professionally with other employees, customers and vendors.
* Work effectively as a team contributor on all assignments.
* Work independently while understanding the necessity for communicating and coordinating work efforts with other employees and organizations.

**Job Responsibilities**

* **Responsibilities:**
	+ Basic marketing, sales, hospitality and contract fulfillment duties
	+ Maintain marketing databases
	+ Distribution of materials to local businesses, sponsors and partners
	+ Oversee promotions and distribution of tickets to winners
	+ Manage inventory of promotional items
	+ Organize and execute all off-site promotional expos
	+ Manage pace car and show car appearances
	+ Other grass-roots promotional efforts
	+ Communicate marketing messages throughout the internship

* **On-Site Event Responsibilities:**
	+ Assist with design, set up and execution of marketing display areas, such as, Kid’s Club, Route 66 Raceway, Social Hub, First Time Fan Zone, Infield Fan Zone
	+ Talent management
	+ Staff and volunteer management
	+ Organize and submit credentials
	+ Fan Engagement Programs
	+ Assist in the credential process and overall execution of pre-race and Gatorade Victory Lane

**Performance Measures**

* Successful execution of responsibilities as identified above
* Ability to prioritize and manage numerous duties
* Contribution of new and strategic ideas for future betterment of the marketing team

**Qualifications**

* Works well in a team environment
* Excellent interpersonal and communication skills – verbal, written, presentation, organizational and follow-up skills
* The ability to respond quickly, calmly and professionally to event-related problems and emergencies
* Enthusiastic about marketing and the sports industry
* An understanding of Microsoft Office Applications
* Ability to perform designated tasks efficiently and thoroughly
* Strong organizational skills, self-motivated and understands the nature of consumer marketing
* Keen understanding of social media
* B.A. degree within Marketing, Sports Management, or similar

**Work Requirements**

Office working conditions. Outdoor working conditions. Weekend and evening hours are required during the event season. Must be able to travel. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential responsibilities, duties, and functions.

**Special Position Requirements**

Position may require travel as requested.

Background and Credit checks are required.

Employee Acknowledgement: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_