



## 2012 AAO Internship | Marketing & Events Position

### Organization Overview & History

The Aquatennial Ambassador Organization (AAO) and the Minneapolis Downtown Council work together to create the city's official civic festival known as The Minneapolis Aquatennial. Since 1940 the Minneapolis Aquatennial has created a nostalgic reputation of community involvement, leadership and volunteerism.

The Minneapolis Downtown Council presides over a variety of events that create "*The Best Days of Summer*". Events such as the Milk Carton Boat Races, The Torchlight Parade, The Block Party, and The Calhoun Beach Bash have been cornerstone events for the 10-day festival held every July.

The AAO is one of the premiere non-profit organizations in the country. For more than 70 years, the AAO has been honoring young women, seniors and volunteers who serve as ambassadors representing the City of Minneapolis. The AAO Ambassador Family consists of the Minneapolis Aquatennial Queen of The Lakes and Princesses, the Commodore, two Captain positions, and four senior ambassadors. These individuals travel to over 200 appearances throughout the State of MN, nationally and internationally representing the City of Minneapolis and the Aquatennial festival during their one year reign.

Each year, over 40 young women come to the Aquatennial festival to vie for the title of Queen of the Lakes or Princess. These young women have spent a year representing their hometown festivals from around the State of MN. They are hosted by AAO for seven days in Downtown Minneapolis to learn about the city, meet other ambassadors, participate in leadership & development programs, and partake in many Aquatennial activities. The AAO prides itself on offering a once-in-a-lifetime experience to these young women during that week, and helping them develop personally and professionally through their experience with AAO.

Also during the Aquatennial festival, Visiting Dignitaries come to Minneapolis to celebrate our festival and also represent their own festivals – such as Fiesta San Antonio, Pasadena Tournament of Roses, Macon, Georgia Cherry Blossom Festival, Winnipeg Festival du Voyageur, and the St. Paul Winter Carnival.



## Internship Overview

As an intern with the Aquatennial Ambassador Organization, you will have the opportunity to work on one of the largest community celebrations in the county, as well as one of the premiere leadership and personal development programs for young women in the State of Minnesota. You will work directly with AAO Board of Directors, AAO alumni members, the Minneapolis Downtown Council and other volunteers passionate about the festival and the ambassador programs. You will have exposure to business and civic leaders, mentors, sponsors, and highly talented professionals that will coach you and help you develop in your career.

The AAO is looking for individuals who are resourceful, adaptable, efficient, and will do whatever it takes to get the job done. Candidates must demonstrate excellent communication skills, possess a strong business acumen, and have a passion for supporting community festivals and initiatives. Interns must be able partner with others effectively to complete tasks, quickly solve problems, and brainstorm new ideas. Interns will be expected to uphold the Aquatennial brand with integrity and professionalism at all times.

The internship is unpaid, but can be used for credit toward college coursework as specified by school guidelines. Interns will be housed at the offices of Station K & Company, a Minneapolis agency which provides pro-bono services to AAO the Minneapolis Aquatennial.

Interns will be hired for Spring Semester with the intent to extend the internship through the summer. Review of intern performance will be required at the end of the Spring Semester to decide if internship shall be extended.

**Spring Internship:** January 12 - May 18

Monday – Friday, Approximately 10 -15 hours per week

**Summer Internship:** June 4 - August 31

Monday – Friday, Approximately 20 - 35 hours a week



### Key Responsibilities:

- Primary role is to support AAO VP - Marketing
- Update current marketing materials and create new ones as needed
- Assist with preparation for the Annual Meeting, Board Meetings, and other committee assemblies
- Event coordination for: Commodore's Party, Torchlight Parade VIP Event, and Target Fireworks VIP Party
- Support Visiting Dignitary program as needed
- Assist with writing and layout of "Crews News" and "Navigator" Newsletters
- Assist with social media planning and executing
- AAO website updates and maintenance
- Prepare materials for New Ambassador & Parent Orientation
- Prepare materials for Ambassador Protocol & Etiquette and Media Training sessions
- Assist with merchandising projects as needed
- Prepare festival debrief and wrap-up materials
- Attend AAO events as required or requested

### Internship Mandatories:

- Pursuing or has received a bachelor's degree in Business Administration, Management, Marketing, Public Relations, Communications/Communications Studies, Advertising and/or Entrepreneurial Management
- If in school, must be a Junior or Senior level student in their major program
- Excellent oral and written communication skills
- Ability to effectively interact on a professional level with various stakeholders, members, sponsors and volunteers
- Attention to detail, ability to juggle multiple projects, and creative problem-solver
- Is proactive and resourceful and has the ability to work independently and also work within a team
- Passionate about community service, charity and volunteerism
- Understands the importance of Minneapolis Aquatennial, its' history and legacy, and will represent the brand professionally and responsibly at all times
- Proficient in Microsoft Office Suite – Word, Excel, PowerPoint and Access Database
- Must provide own laptop
- Must have a reliable form of transportation for the duration of the internship period
- Must be available for extended hours between July 10-23, 2012 during Aquatennial festival



Application Process:

Candidates should submit cover letter and resume by **Friday, December 2, 2012** to:

Karen Althen

Station K & Company

[Karen@stationkandco.com](mailto:Karen@stationkandco.com)

Candidate interviews will take place in December and early January