



New York State Association for the Education of Young Children Marketing Internship Spring 2010

Description:

NYSAEYC is a non-profit association for early childhood professional, which includes teachers, child care providers, assistants, college faculty, administrators, government specialists and child advocates. Each year we hold an annual conference that must meet the needs of this diverse constituency. This internship opportunity will focus on the annual conference, in addition to our Share A Story Book project.

Duties:

1. Learn about the association as an organization (i.e. mission, activities, constituency, etc)
2. Examine all printed marketing materials previously used for the conference and book project.
3. Analyze specific marketing materials to make them easier to use and easier understood
4. Develop a generic marketing plan for the conference that can be modified and used each year
5. Work with Executive Director, Conference Coordinator and Office Manager to develop innovative ways to attract more participants to the conference and offer more value to the field.
6. Conduct marketing research as a base for marketing decisions
7. Investigate and implement e-marketing strategies

Skills needed:

1. Ability to work independently
2. Ability to focus on project and engage staff in planning
3. Ability to integrate knowledge of marketing coursework into real life situation
4. Creativity, flexibility, ability to handle feedback and make adjustments
5. Willingness to take risks and put forward new ideas

Project outcomes:

1. Results of marketing research
2. A generic Conference Marketing Plan
3. Newly designed marketing materials for Share A Story book project
4. A generic Share A Story book project marketing plan

New York State Association for the Education of Young Children
230 Washington Avenue Ext., Albany, NY 12203
Phone: (518) 867-3517 * Fax: (518) 867-3520
Email: nysaeyc@capital.net * Website: www.nysaeyc.org