

## Seeking Interns for the 2019 Bear Creek Fall Fest Event (BCFF)

### Project Summary:

A long-standing watershed education event held in Bear Creek Park in Medford in the fall is seeking contractors for event coordination and publicity. This event, formerly called “Kids & Creeks”, connects community members to hands-on activities and exhibits focused on local shared water resources, specifically multiple-use of local water resources, salmon, the stream habitat, and watershed health. The event, renamed the Bear Creek Fall Festival in 2018, has been the most visible and highly attended watershed-related outreach activity offered to the general public in the urban Medford locale.



### Internship Opportunities (2):

*Event Manager: will work with BCFF Planning Committee to secure vendors & exhibitors for the event, including stage performers and food. Intern will oversee the event day of, including management of volunteers, event set-up, and provide assistance to vendors & exhibitors.*

*Media & Publicity Manager: will work with BCFF Planning Committee to reach multiple media outlets in the Rogue Valley to publicize the event. Additionally, the intern will create and/or distribute marketing materials including flyers, postcards, and any additional give-away items deemed appropriate.*

***Both interns will be expected to communicate regularly with one another and the BCFF Planning Committee. It is expected that the interns will collaborate to create the final report by December 1, 2019.***

**Required:** Excellent organizational and communication skills. Ability to work and communicate effectively with numerous diverse individuals and groups. Familiarity and competency with Google platform (especially editing, sharing, and creating documents in Google Drive) is required. Positive, adaptable, and engaged attitude is a must. Successful applicant will demonstrate a high degree of dependability and flexibility. Must be able to work independently, as well as part of a team. Educational Requirements: Bachelor's Degree or higher or current coursework in: Natural Resource

Management, Outdoor Leadership, Communications, Marketing, Event Management or Hospitality, Environmental Education, or closely related fields.

**Additional skills:** Knowledge of watershed-related partners and social connections in region. Environmental and/or experiential education background. Previous event, project, or program administration or coordination. Communications and/or marketing experience, especially in Medford area.

**Compensation:** Depending upon experience. Internship agency: Rogue Valley Council of Governments. Interns will provide own equipment and work space.

**Work details:** Contract to begin approximately May 6, 2019. Meetings with host partner to be scheduled monthly TBD. Event to be held October 19, 2019. Contract completion by December 1, 2019.

**Workload expected:**

May 6 - Sept. 1: 5-10 hrs/week

Sept. 2-October 18: 10-15 hrs/week

Event day, October 19: 8 hrs.

**Job Description & Expectations:** Interns are to work closely and be in direct communications with Intern Manager and Event Planning Committee members and event partners and exhibitors. It is expected that the contractor will use phone, email, and event Google account to communicate as appropriate. Intern requested to meet (in person or by phone) with Planning Committee at least once/month (June-Oct.) weekdays. Interns are to use Google platform for email, document creation, and sharing. Interns to assist Planning Committee and other partners on publicity/promotions, including implementing existing event marketing plan, creating and distributing promotional and other materials electronically and physically to individuals, organizations, and media outlets including print, online, and social media. Work with Planning Committee and partners as needed to coordinate event logistics including entertainment, food, exhibits, equipment/supplies/materials, and activities. Secure, coordinate, and supervise volunteers. Wrap up event with thank-you correspondence, event debrief, and final report.

**To apply:** Letter of interest, three references, and résumé to Greg Stabach, [gstabach@rvcog.org](mailto:gstabach@rvcog.org) by **April 22**. Tentatively holding interviews of selected applicants 4/29-5/1.

## Event Manager Intern

**Purpose and Need:** A long-standing watershed education event held in Bear Creek Park in the fall is seeking a contractor for event coordination. This event connects Rogue Valley community members to hands-on activities and exhibits focused on local water resources, specifically water quality, the salmon life-cycle, and stream habitat. This event, Bear Creek Fall Festival, has been the most visible and highly attended watershed-related outreach activity offered to the general public in the urban Medford locale.



### Expectations, Tasks, & Deliverables:

**Expectations:** Intern to be in communications with Contract Manager, Publicity Intern, Event Planning Committee (EPC) members and event partners and exhibitors as needed. It is expected that the intern will use phone, email, and the event's Google account as appropriate or requested to maintain communication. Required to meet (in person or on phone) with Planning Committee at least once/month (June-Oct..)

#### Task 1 - Event Activities (estimated: 10 hours)

- a. Update list of potential exhibitors and work with EPC to invite participants.
- b. Serve as the point of contact for exhibitors, volunteers, vendors, and entertainment. Communicate and coordinate accordingly with EPC assistance.

#### Task 2 – Event Logistics (estimated: 30 hours)

- a. Work with planning committee to secure food arrangements for the event.
- b. Work with planning committee to book entertainment for main stage.
- c. Secure and supervise volunteers to help with set up and other event tasks.
- d. Secure and supervise adequate number of volunteers to help with Salmon Tent, as needed
- e. Secure and supervise volunteers to assist with check in table, attendance tracking, providing direction to event participants (public)
- f. Secure volunteer to assist with photography
- g. Work with partners to provide tables, chairs, and other materials to stations as needed

#### Task 3-Event Management (estimated: 10 hours)

- a. Day of event coordination, direction to vendors, exhibitors including set-up, organizing volunteers, activity prizes, surveys, raffles, etc.

#### Task 3 – Event Follow-up (estimated: 20 hours)

- a. Meet with planning committee to debrief event
- b. Create and send thank-you letters to participants, exhibitors after event
- c. Prepare final report

## Publicity & Media Manager Intern

**Purpose and Need:** A long-standing watershed education event held in Bear Creek Park in the fall is seeking a contractor for event coordination. This event connects Rogue Valley community members to hands-on activities and exhibits focused on local water resources, specifically water quality, the salmon life-cycle, and stream habitat. This event, Bear Creek Fall Festival, has been the most visible and highly attended watershed-related outreach activity offered to the general public in the urban Medford locale.



### Expectations, Tasks, & Deliverables:

**Expectations:** Intern to be in communications with Contract Manager, Event Manager, Event Planning Committee (EPC) members, and event partners and exhibitors as needed. It is expected that the intern will use phone, email, and the event's Google account as appropriate or requested to maintain communication. Required to meet (in person or on phone) with Planning Committee at least once/month (June-Oct..)

### Task 1 – Publicity/Promotion Coordination (estimated: 20 hours)

Implement the Event Marketing Plan as determined by the Event Steering Committee to include:

- a. Create PDF of primary event flyer in 8.5 x 11 and ¼ page versions in English and Spanish
- b. Assist in distributing paper flyer and electronic promotional material directly and through partners using lists provided.
- c. Publicize event in media outlets (from list on event Drive) to include print and online media
- d. Update records with new contacts in event drive.
- e. Contact media for event coverage. Create press release as directed.
- f. Keep records of contacts made in event Drive including websites where the event is added.

### Task 2 Development, Production, & Coordination of Event Materials (estimated: 10 hours)

- a. Work with EPC to revise, update, and print map and fishing license checklist for the event.
- b. Provide instructions for “fishing license” to partners with booths
- c. Create station markers for event set-up.

### Task 3– Event Follow-up (estimated: 20 hours)

- a. Meet with planning committee to debrief event
- b. Create and send thank-you letters to participants, exhibitors after event
- c. Prepare final report