Internship - Brand Marketing/Resource Management - Summer 2016

Category: Internships
Career Type: Hourly

Universal Orlando® Resort is a universe of opportunities for people who have a lot to offer. It takes a special kind of person to work at Universal Orlando. An individual who knows how to be part of a team. Someone with a sense of fun who’s serious about their work. A person who knows it doesn’t take magic to put a smile on a guest’s face… it takes hard work, dedication, knowledge and just the right amount of Universal attitude. Whether you’re serving food, working in an office, maintaining equipment, performing in costume or operating a ride, you won’t just be “doing a job.” You’ll be creating memories for our guests that will last a lifetime. Are YOU that kind of person?

Job Description:

Expand your universe with Universal Orlando’s Campus 2 Career Internship Program! This program can provide not only extensive learning opportunities, but real world experience as well. An Internship with Universal Orlando offers abundant networking and exposure opportunities to one of the world’s top entertainment destinations.

**Brand Marketing:** The focus of this intern will be to support the Brand Experience team and the Consumer Brand Management department through the execution of marketing analysis and strategic planning efforts.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Administrative support
Update and maintain marketing reports
Competitive research
Ownership of special projects related to marketing optimization and supporting strategy for new initiatives.
Understand and actively participate in Environmental, Health & Safety responsibilities by following established Universal Orlando policy, procedures, training and Team Member involvement activities.
Perform other duties as assigned.
**Resource Management:** The Intern will assist the Brand Standards team with 3rd Party Marketing Creative Project Management and Internal Partner Project Management.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**
The intern would assist the Brand Standards team with making sure all 3rd Party Marketing Creative jobs submitted for approval are complete with proper information and preferred file types and then create the Brand Standards deliverables for all jobs in the project management database.

- Assist with Internal (Back of House) projects to make sure the Brand Standards request form is complete and follow up with internal clients for complete information.
- Assist with maintaining the Brand Standards spreadsheet tracking all 3rd Party and Internal client jobs and organize the related files for future reference.
- Assist with the management of the Park Map by uploading new map versions in the Evergreen Workamajig job and create new deliverables and routing for park map approvals.
- Understand and actively participate in Environmental, Health & Safety responsibilities by following established Universal Orlando policies, procedures, training, and Team Member involvement activities.
- Perform other duties as assigned.

**Qualifications:**

**REQUIREMENTS:**
- In pursuit of an Associate, Bachelor or Graduate degree at an Accredited Institution
- Current class standing of Sophomore or above
- Cumulative GPA of 3.0 or above (official transcripts available upon request)
- Must have a valid US driver's license
- Consistent attendance is a job requirement
- Approximate dates of this internship are from May 2016 – August 2016
- Availability requirement typically includes 24-40 hours per week; Monday through Friday
- Preferred Majors Include: Marketing, Advertising, Public Relations, or Business Management
- Preferred coursework includes: Core classes within major; Marketing Strategy, Marketing Communication, and/or Marketing Research

**PREFERRED QUALIFICATIONS:**
- Must have strong interest in Advertising, Marketing and Brand Protection
- Must be efficient in Microsoft Office Programs including, but not limited to: Word, Excel, and PowerPoint
- Strong interpersonal skills, problem-solving abilities and organization
Exceptional attention to detail
Superior written & verbal communication skills
Work in a fast-paced environment and adhere to deadlines
Ability to work autonomously and/or in teams
Prior internship experience is preferred

**ADDITIONAL INTERNSHIP INFORMATION:**

In order to be considered, a resume is required with your application and must include major, anticipated graduation date and cumulative GPA.

Recent graduates will not be eligible for this program.

Universal Orlando does not provide housing. Interns are responsible for their own housing and transportation.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Due to the volume of responses, only applicants of interest will be contacted.

If you are interested in this position and you have what it takes to be a part of Universal Orlando, click on “Apply Now”. If not, please check out our Job Search to explore other opportunities within our universe. We regret that due to the volume of responses only applicants of interest will be contacted.

http://www.universalorlandojobs.com/jobs/internship-brand-marketingresource-management-summer-2016-job-orlando-florida-1-5961445