

The San Luis Obispo Downtown Association is a 501(c)6 not for profit membership organization that works to foster an economically vibrant downtown. The SLO Downtown Association is currently seeking individuals who are passionate and hard working to intern with our organization. Interns will work closely with the Farmers' Market Manager (Downtown SLO Farmers' Market), Special Events Manager (Annual Holiday Parade, Halloween Festivities, Concerts in the Plaza, etc.), and Marketing Coordinator in the execution of various promotional events and projects.

// Internship Description

Farmers' Market

Our Downtown SLO Farmers' Market is a world-famous event held each week which brings the community together to shop for fresh produce, sample SLO's delectable and varied cuisine, browse local shops, listen to live music and interact with local entertainers. With its ever-changing nature, our Interns are vital in producing the promotions and marketing materials to further enhance the market, and play an equally important role each Thursday Night in the execution of the weekly event.

Farmers' Market General Duties:

- Day-of Event Operations, Preparation and Breakdown
 - Assist with and build relationship with vendors
 - Merchandise sales and maintain nightly inventory
 - Provide information to general public as requested
 - Ensure risk management issues and rule violations are reported to Market Manager
 - Post and take down parking meter tags
 - Assist in setting up electrical power for vendors
 - Setup and takedown of Downtown Association information booth, dog signs and associated market materials
- Public Relations Projects
 - Assist with creative projects intended to educate the public, promote sales, and improve overall experience at Farmers' Market (i.e. Recipe cards to promote produce sales and encourage healthy eating habits).
 - Assist with event management and organization of special one-off promotional nights
 - Generate public relations material to highlight vendors or events for local and large scale print and digital publications (digital newsletters, television and newspaper ads, etc.).

Special Events

Downtown Association Promotions include Concerts in the Plaza, the Holiday Parade, Santa's House in Mission Plaza, Bunny Trail, Mothers Day Flower Giveaway, Law Enforcement Night, Downtown Brown's Birthday, Fire Prevention Night, Downtown Trick-or-Treat, and the Halloween Costume Contest.

Special Events Duties

- Assist Special Events Manager with all aspects of program planning, execution, and follow up for Events and promotions, including:
 - Assist with securing sponsors for events
 - Develop promotional materials for print and digital mediums
 - Design interactive games and activities for community events at Farmers' Market
 - Write articles and press releases highlighting our high quality events and associated vendors
 - Participate in various meetings, where appropriate

Flex Time

- Interview new businesses and write "new business" stories for Downtown Association related publications
- Office related tasks: fielding phone calls, assist Downtown Association staff with mailings, etc.

We have a team-style work environment where your voice matters and your hard work makes a difference.

This internship may be part time or full time. (10—40 hours per week)

College credit may be obtained. (This is a great opportunity for 400 hour internships)

Email the SLO Downtown Association with your resume and cover letter at Jennifer@DowntownSLO.com