



Oneida Nation of Wisconsin

P.O. BOX 365 ONEIDA, WI 54155

2016 SUMMER INTERNSHIP POSITION

DEPARTMENT: Gaming-Marketing
LOCATION/ADDRESS: Oneida Casino/Marketing Department (Located at Radisson-1 st Floor/West Wing)
SALARY PREDETERMINED (Hourly, Non-exempt, No Overtime): \$10.00
NAME AND TITLE OF ASSIGNED COACH/MENTOR WHO WILL BE SUPERVISING INTERN: Jessica King, Executive Assistant to Marketing Director
COACH/MENTOR CONTACT INFORMATION: EMAIL: jking4@oneidanation.org PHONE: (920) 429-3336
DURATION: June 6, 2016 – July 29, 2016
NUMBER OF HOURS PER WEEK (No more than 36 per week): DAILY SCHEDULE (Ex. 8am to 4:30pm): Primarily 8am – 4pm ; flexible when Special Events/Promotions occur after office hours. 12 noon – 1:00pm lunch hour/day. DAYS OF WEEK: Primarily Monday – Friday ; flexible where Special Events/Promotions occur after office hours. *Schedule is flexible based on Intern additional work schedule.
INTERN DUTIES/PROJECTS (List in priority order, include percent of time weekly spent on each duty/project): 1. Promotions – Shadow Promotion team members (Coordinators, Director) – 1-2 weeks at 90% (many aspect to coordinating Casino events/promotions/offers, etc.) 2. Advertising – Shadow Advertising team members (Graphic Designers, Media Planner, Director) 1-2 week 90% (many aspect to coordinating advertising Casino events/promotions/offers, etc.) 3. Weekly Team Meetings – Marketing Director/Assistant Directors meetings – 1x/week at 10%

4. Direct Marketing – Shadow Direct Marketing Coordinators – 1 week at 90%
5. Data/Financial Analysis – Obtain understanding player database, KPI's, target - marketing & segmentation, financial reports – 1-2weeks at 80%
6. Entertainment – Shadow Entertainment Coordinator – 1 day at 25%

INTERN SKILLS/QUALIFICATIONS/COLLEGE MAJOR YOU ARE REQUESTING:

1. Marketing (in general)
2. Advertising/Graphic Design
3. Special Events Coordinator
4. Social Media
5. Market and/or Business Analyst