



Job Title: Marketing & PR Summer Intern
Location: Deschutes County Fair & Expo Center, Redmond, OR
Position Type: Paid Internship (Summer 2025)

Job Description:

The Deschutes County Fair & Expo Center is seeking a creative and motivated Marketing & PR Summer Intern to join our dynamic team for the summer of 2025. This internship will provide hands-on experience in the world of marketing, public relations, and event promotion for one of Oregon's premier fairgrounds and event venues. The intern will work closely with the Marketing and PR team to develop and execute campaigns that promote the Deschutes County Fair, Expo events, and other community activities.

Looking for an unforgettable summer internship experience?
Consider spending your summer at Deschutes County Fair & Expo Center—one of the premier event venues in the Northwest! Here's why this opportunity is one you won't want to miss:

Experience the Best of Central Oregon

Deschutes County is home to some of the most breathtaking outdoor adventures in the Pacific Northwest. Spend your free time exploring:

- The stunning Cascade Mountains
- World-class hiking, biking, and rock climbing
- Rivers and lakes for kayaking, paddleboarding, and fishing
- The vibrant city of Bend, just minutes away, with its craft breweries, restaurants, and lively arts scene
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Be Part of a Top-Tier Event Team

- Join a team that plays a major role in producing world-class events. You'll get hands-on experience working with some of the biggest events in the region, including:
- FairWell Festival – Featuring artists like Sturgill Simpson, Tyler Childers, Sierra Ferrell, Cody Jinks, Dwight Yoakam, and Ludacris
- Reggae Rise Up Oregon – A multi-day festival bringing the best of reggae music; past lineups have included artists such as Slightly Stoopid, Rebelution, and SOJA
- Cascade Equinox Festival – A diverse, multi-genre festival with a lineup to be announced
- Premier Horse Shows – Witness top-tier equestrian competitions
- Overland Expo – A one-of-a-kind adventure and outdoor expo
- The Deschutes County Fair & Rodeo – One of the largest fairs in the Northwest!
- Build Your Network & Industry Experience

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- Work alongside event industry professionals and gain real-world experience in event management, marketing, hospitality, or sponsorship.
- Boost your resume by being part of a high-profile venue with nationally recognized events.
- Gain valuable insights into live event logistics, public relations, and operations.

Make a Real Impact

This is more than just an internship—it's an opportunity to:

- Be part of a fast-paced, exciting environment where no two days are the same
- Help bring major events to life and see the results of your hard work
- Enjoy perks like backstage access, networking with industry professionals, and exclusive behind-the-scenes experiences

If you're looking for a summer experience that combines work and adventure, Deschutes County Fair & Expo is the place for you! Apply today and be part of something big!

Key Responsibilities:

- **Traditional and Digital Advertising:** Assist in creating and placing both traditional (print, radio, TV) and digital (social media, online ads) advertisements to promote upcoming events and attractions at the Fair & Expo Center.
- **Social Media Content & Campaigns:** Develop, schedule, and post engaging content across multiple social media platforms (Facebook, Instagram, Twitter, etc.). Assist with creating and managing social media campaigns to increase engagement and attendance.
- **Press Releases & Media Relations:** Write and distribute press releases to local media outlets. Help manage media inquiries and build relationships with journalists to ensure positive coverage of events and activities.
- **Event Promotion:** Collaborate with the marketing team to promote upcoming events through strategic advertising, press outreach, and digital content. Assist with event-specific promotions, ticket sales, and overall brand awareness efforts.
- **Community Engagement:** Support community outreach efforts and foster positive relationships with local businesses, organizations, and media partners to promote events and drive attendance.
- **Creative Collaboration:** Work with the design team to help create promotional materials (flyers, posters, digital ads) that align with event branding and marketing goals.

Qualifications:

- Currently enrolled in a college or university program with a focus on Marketing, Public Relations, Communications, or a related field.
- Strong written and verbal communication skills.
- Experience or interest in social media management, content creation, and digital marketing tools.
- Proficiency in Microsoft Office Suite; familiarity with graphic design tools (e.g., Canva, Adobe Creative Suite) is a huge plus.
- Ability to work independently and as part of a team in a fast-paced environment.
- Strong organizational skills and attention to detail.
- Passion for the events industry, local community engagement, and fairgrounds operations.

Preferred Skills:

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- Experience with social media analytics and reporting.
- Knowledge of public relations and media outreach best practices.
- Experience with WordPress or similar website management platforms.

What You'll Gain:

- Hands-on experience in a fast-paced marketing department.
- Exposure to both traditional and digital marketing strategies.
- Networking opportunities with industry professionals and local media outlets.
- A deeper understanding of event marketing, public relations, and fairground operations.

How to Apply:

Interested candidates should submit a resume, cover letter, and any relevant work samples (e.g., social media posts, press releases, marketing campaigns) to your application.

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