



State Fair Group Media Relations Internship

State Fair Group is looking for Media Relations Interns to be a part of our Event Division for the winter/spring semester (January-May) semester and the spring-summer (May-August). This position will report to the Media Relations Manager who is responsible for all media outreach.

Responsibilities include but are not limited to the following:

- Collaborate with Media Relations Manager to keep our PR and social messaging current and consistent
- Maintain SFG media lists and grow them by researching new contacts/media outlets
- Help record analytics and assist in operations for social and digital media coverage reports
- Assist in creating content for Empire State Fair and State Fair Meadowlands websites
- Assist in efforts to publicize SFG events and businesses through media outreach
- Assist with developing content for social media
- Perform other duties as necessary to facilitate all aspects media coverage and company events
- Post and respond on SFG social media outlets

Qualifications:

- Currently pursuing a communications degree (e.g. PR, journalism, television production, media studies)
- Strong written and verbal communication skills
- Strong research skills and attention to detail
- Strong work ethic and ability to multi task
- Schedule availability as needed to assist at media shoots and events
- General knowledge of local and national print, wire service, online and broadcast media outlets that are appropriate to our entertainment and sports businesses
- Capacity to work well collaboratively and independently
- Capacity for common sense, creativity, critical thinking and problem solving
- Broad understanding and experience in a wide range of social media platforms, including Facebook, Twitter, Instagram, YouTube, and Snapchat.
- Proficiency in Microsoft Office and Google Docs

Compensation:

- This position is not compensated, but is an opportunity to earn college credits

Company Overview

State Fair Group is a diversified family-owned and operated company comprised of sports, entertainment, and retail. Our Event Division includes ownership of two professional baseball teams, the New Jersey Jackals and the Sussex County Miners. We also produce annual events at Skylands Stadium in Augusta, NJ; State Fair Meadowlands in East Rutherford and Empire State Fair in Uniondale, NY.

State Fair Group is there to create fun for everyone. Top-down management style and participative decision-making allow us to meet and to exceed customer expectations in every aspect. We strive to provide affordable family entertainment to all by delivering the highest quality products and services for the best value. Team members at State Fair Group share this vision as well as a creative and energetic approach to work.

To apply for this position, please submit resume to stevensolomon@statefairgroup.com