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NORTH CAROLINA AZALEA FESTIVAL
5725 Oleander Drive, Suite B-7
Mail to: Post Office Box 3275
Wilmington, NC 28406
Telephone: 910-794-4650
Facsimile: 910-794-4651
www.ncazaleafestival.org
*The North Carolina Azalea Festival
is represented by Ward and Smith, P.A.*

Business Management & Marketing Full-Time Internship Program

Information

Are you seeking a fun, upbeat, and fast-paced internship? Then we encourage you to apply! The North Carolina Azalea Festival has been a celebrated event since 1948. Highlighting Wilmington's charm through concerts, a street fair, parade, and many more events, this internship will give you a behind-the-scenes learning opportunity with Wilmington's favorite week. Reporting to the Business Operations Manager, the Business Management & Marketing Intern(s) will have operational responsibility for the North Carolina Azalea Festival. Assisting the Business Operations Manager with daily office operations, which will provide the intern student with the opportunity to learn proper customer service, admin, and operations skills needed for managing a business. Intern will also assist with marketing to promote and advertise event ticket sales, Pin Pal businesses, and Festival merchandise. Perfect for entrepreneurial students who want insight and training on different aspects of running a customer-oriented business.

Distinguishing Features

Performs administrative work as it relates to the Ticket Office. Tact and courtesy are required in public contacts by phone, email, and in meetings with the public, committees, and board members. Work is performed in accordance with NCAF policies. Discretion is required in giving out confidential and other information to the public.

Responsibilities of Business Management Intern

- Manage and oversee office operations with the Business Operations Manager.
- Help the Business Operations Manager create and implement ideas to drive revenue via ticket and souvenir sales.
- Assist with marketing to promote and advertise event ticket sales, Pin Pal businesses, and Festival merchandise.
- Answer phones, interact with customers, provide information, and handle requests and suggestions with a positive attitude and in a friendly, professional manner.
- Assist with pulling reports daily for ETIX and making copies of ticket sales sheets.
- Help the Business Operations Manager create and implement merchandise packages and sales.
- Attend and help lead Ticket Office Staff meetings.
- Assist the Business Operations Manager with Committee planning for Azalea Sweep.
- Assist the Business Operations Manager with the planning and execution of the Pin Pal program, including marketing.
- Assisting with the financial reconciliation of cash boxes and assisting seasonal ticketing staff when needed to help find errors in their reconciliation.
- Operational responsibilities at various Festival events, including concerts.

Qualifications

- Unwavering commitment to quality programs.
- Ability to work flexible hours as the Festival approaches.
- Basic knowledge and manipulation of Excel, Word, Outlook, and Google.
- Strong written and verbal communication skills.

- Ability to work effectively in collaboration with diverse groups of people.
- Has passion, integrity, and a positive attitude, is mission-driven, and is self-directed.
- Must be available to work the week of the Festival, most importantly Wednesday, April 2nd through Sunday, April 6th, including nights and weekend hours. Complete flexibility to work April 2-6, 2025.

Compensation

- Interns will be given a \$1,000.00 UNCW scholarship.

Length of Internship

- Intern will start January 20th, 2025, and end April 18th, 2025. Intern will be expected to work 40 hours a week. Intern will be expected to work the entire duration of the Festival, including nights and the weekend. Intern will be expected to work various events leading up to Festival week (Scholarship Pageant, Chefs' Showcase, etc.)

How to Apply

- Please fill out the Application found on the following pages and turn it in to Festival Business Operations Manager, Danielle Moore, at ticketoffice@nczaleafestival.org.

APPLICATION: Business Management & Marketing Full-Time Intern

Name:

Cell Phone:

Email:

Address:

Major:

Minor:

Year in School:

Expected Graduation Date:

Please tell us about any past work or volunteering you have done (If you have no past work or volunteer experience, please tell us what your aspirations for post-college are):

Please list any current or future work, volunteer, or extra-curricular obligations:

Please explain the importance of the North Carolina Azalea Festival in our community:

What do you hope to gain by working with the North Carolina Azalea Festival?

Please tell us about any skills, education knowledge, or experience that you can utilize to help plan and organize a large event such as this:

Please list three references with contact information (at least one must be a non-UNCW contact):

1) Name:

Phone:

Relation:

2) Name:

Phone:

Relation:

3) Name:

Phone:

Relation:

Thank you for your interest in helping plan the North Carolina Azalea Festival. We will be in touch soon!

