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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.*

AZALEA FESTIVAL EVENTS & MARKETING INTERNSHIP FULL-TIME POSITION

Street fairs lined with vendors. Parades featuring floats, bands, civic groups, and waving pageant queens. Nationally touring musicians lighting up the stage. A massive garden party under 500-year old oaks. The mission of the North Carolina Azalea Festival is to be nationally recognized as a showcase for our community's rich array of artwork, gardens, history, and culture through recreational, educational and family-oriented events. The Festival encourages volunteerism and civic participation as it contributes to the region's economy and promotes the unique qualities of our river-to-the-sea community. It's the oldest festival of its kind in North Carolina and (in our unbiased opinion) it's also the best.

Since 1948, a small but dedicated team of professionals have been the driving force behind the North Carolina Azalea Festival's (NCAFs) nationally recognized continued success. The NCAF team is currently seeking interns to assist in the design, implementation, and coordination of Festival events.

If this sounds like a lot, it is. Each of us at NCAF wears many hats and once a year, we wear really fancy ones and enjoy the week-long event we worked so hard to make possible.

Are you passionate about fun events? Do you have a strong eye for design, and can communicate effectively both in print and online? Can you work under pressure, and stay organized across multiple, on-going projects? If this sounds like you, please keep reading and apply today to be NCAF's next fabulous intern!

Information

Reporting to the Executive Director, the Festival Intern will assist in the planning and operations for the North Carolina Azalea Festival. Assists the Executive Director and other staff by providing support services as needed engaging in the planning, administration, and operation of numerous Festival events. Also assists the Executive Director and other staff in designing marketing pieces, promotional materials, and event tickets. Will help manage all Festival social media accounts, including responding to inquiries, posting, live videoing, and contesting. Will handle updating Festival website and creation of Festival e-marketing emails as needed.

Distinguishing Features

Performs event planning work as it relates to the Festival. 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

- Assist with sponsorship opportunities, proposals, and research.
- Assist in planning and putting together special events.
- Assist with public relations and social media strategies and execution.
- Assist in securing materials needed for various events.
- Assist in creation of all Festival credentials.

- Assist in planning and organization of day of logistics for certain events.
- Assist in creating any necessary signage/banners.
- Assist in creating various publication materials and documents for Festival.
- Attend Monday night Azalea Festival meetings.
- Design and creation of promotional materials, media advertisements, brochures, and marketing pieces.
- Updating of Festival website.
- Assist in updating all Festival social media sites, including posting, live videoing, contesting, and responding to inquiries.
- Monitor social media and digital analytics.
- Creation of Festival e-marketing e-newsletters.
- Greet guests in the office with excellent customer service and friendliness.
- Assist in setting meetings with board members, committee members, volunteers, sponsors, and the general public as needed.

Qualifications

- Ability to work flexible hours as the Festival approaches.
- Ability to correspond professionally via email and phone.
- Ability to make several Monday night meetings with the entire Operational Committees of the Festival.
- Basic knowledge and manipulation of Excel, Word, Outlook, Google.
- Experience with InDesign, WordPress, Photoshop, Facebook, Instagram, Twitter, and Canva a plus.
- Strong written and verbal communication skills.
- Ability to work effectively in collaboration with diverse groups of people.
- Has passion, idealism, integrity, positive attitude, mission-driven, and 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 2-6th, 2025.**

Compensation

- Intern will be given a \$1,000 UNCW scholarship.

Length of Internship

- Intern will start January 20, 2025, and end April 18, 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 is expected to attend some Festival Operational Committee meetings on Monday nights at 6 pm.

How to Apply

- Please fill out the Application found on the following pages; and turn in to Alison Baringer, Festival Executive Director at alison@ncazaleafestival.org.

APPLICATION: Festival Intern Full-Time

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, educational 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!