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NORTH CAROLINA AZALEA FESTIVAL

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*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

This position supports the NC Azalea Festival through a variety of administrative tasks while offering valuable hands-on experience. You'll communicate with the public, committees, board members, and local business owners, building professional communication skills in a real-world setting. You'll also assist with creating marketing materials for a range of events, giving you practical experience in promotions and event coordination. Discretion and professionalism are essential, especially when handling sensitive information, and all work is carried out in accordance with NCAF policies. It's a great opportunity to strengthen your administrative, marketing, and customer service skills in a dynamic, fast-paced environment.

Responsibilities of Business Management & Marketing Intern

- Manage and oversee office operations with the Business Operations Manager.
- Assist the Business Operations Manager in creating and implementing ideas to drive revenue via ticket and souvenir sales.
- Manage all marketing for the Pin Pal Program.
- Manage recruitment of local businesses to participate in the Pin Pal Program.
- Assist with marketing to promote and advertise event ticket sales 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.
- Assist the Business Operations Manager in creating merchandise for the NC Azalea Festival.
- Assist the Azalea Sweep Committee in planning and executing the Azalea Sweep.
- Assist the Pin Pal Committee with the planning and execution of the Pin Pal program, including marketing.
- Operational responsibilities at various Festival events, including Airlie Garden Party, Festival Concerts, Festival Street Fair, Fashion Show, Chefs' Showcase, and more.
- Assist the Patrons' Relations Committee and Sponsor Relations Committee in creating and dispersing all Sponsor ticket packages.

Qualifications

- Strong commitment to delivering high-quality programs and experiences.
- Willingness to work flexible hours, especially as the Festival approaches.
- Familiarity with tools such as Microsoft Excel, Word, Canva, and Google Workspace.
- Creative thinker with a friendly, outgoing personality.
- Excellent written and verbal communication skills.
- Ability to collaborate effectively with individuals from diverse backgrounds.
- Demonstrates passion, integrity, a positive attitude, and a strong sense of self-motivation.
- Must be fully available to work during the Festival week, especially from Thursday, April 9 to Sunday, April 12, 2026. Including evenings and weekend hours.

Compensation

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

Length of Internship

- Intern will start January 12th, 2026, and end April 24th, 2026. 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, Fashion Show, Azalea Sweep, etc.)

How to Apply

- Please fill out the Application found on the following pages and submit it, along with your resume, to the Business Operations Manager, Danielle Moore, via email (ticketoffice@ncazaleafestival.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!

