

Auxiliary Enterprises Marketing Intensive, Summer 2025**LOCATION:** WORCESTER DC/UMASS AMHERST**HOURS:** 25 – 35 HOURS/WEEK, includes late night & weekends (June 8 -13)**DATES:** June 2st – June 20th**COMPENSATION:** \$15/hour, 60 YCMP Swipes**About Auxiliary Enterprises Intensive**

The Auxiliary Enterprises (AE) Marketing Intensive is designed for students looking for professional experience in the hospitality, events, marketing, and social media analytics. This Intensive is designed around UMass Dining's annual [Chef Culinary Conference](#) – a long running, well-respected, well-attended conference celebrating excellence in collegiate dining by bringing together culinary talent and business industry leaders.

The **30th Annual Chef Culinary Conference** will run from June 8th-13th. As part of the Intensive you will get hands-on experience working behind-the-scenes of this conference under the guidance of the Auxiliary Enterprises Marketing Team.

What we look for:

- The ability to excel in a fast-paced, dynamic environment as part of a team
- Creative and innovative ideas
- Eagerness to learn and adapt
- Problem solving skills
- Experience with established social platforms including: TikTok, Facebook, Instagram, LinkedIn

What you'll gain!

- Experience helping put on a large-scale event for hundreds of participants
- Experience creating and analyzing social media content
- Success during the Intensive could lead to a paid, full academic-year internship with the Auxiliary Enterprises Marketing Team.
- Exposure to top industry leaders and Celebrity Chef
 - Past Chef's have included Chef Andrew Zimmern of hit show *Bizarre Foods* and Jet Tilla
- Attendance at the Annual Chef Culinary Conference Trade Show
 - Past trade show participants have included Kellogg's Cereal, Driscoll's Berries, Barilla Pasta and even more
- Lasting connections with your fellow interns and UMass Dining leadership

Job Description:

In the weeks leading up to the conference, you will be designing and producing event signage, preparing materials for conference events, staging areas, organizing schedules, contributing web content, researching

attendees, coordinating with AE Director and Chefs, brainstorming and story-boarding social media content and more.

All students will be expected to:

- Show up on-time, consistently for the duration of the intensive
- Contribute to our social media efforts during the conference by developing short, engaging videos quickly tailored for IG Reels and TikTok
- Creates flyers, logos, and mockup design projects
- Organizes marketing materials for events
- Event set-up and break down, which includes heavy lifting.
- Have strong verbal communication skills
- The ability to think creatively and visually with regards to the presentation of content
- Sharpen networking skill and feel comfortable in social setting
- Experience with or an openness to use provided camera equipment

If you are interested, please email your resume to the Marketing Manager, Grace Moriarty, at gjmoriarty@umass.edu

Deadline to apply: Friday May 9th, 2025

