



Position: Internship: Brand Activation and Sales Intern (BASi)

Location: Rock Springs, WY

Pay: Paid Internship

Internship Dates: May 15 through August 15 (negotiable)

Job Description:

Western Wyoming Beverages is seeking a candidate for its summer Internship Brand Activation and Sales position. The Brand Activation and Sales Intern (BASi) will specialize in activating Western Wyoming Beverage's product portfolio at trade through sampling, events and promotions. In addition, to trade activations, the candidate will learn a comprehensive background on the wholesale beverage sales process and sales process within a business to business selling operation. The candidate will have the opportunity to develop and execute strategies to create both push and pull through marketing demand, and work on each side of the equation to create retailer and consumer demand. The position is responsible for developing, organizing and implementing trade activations which include sampling events, after hour on premise promotions and special event activations.

The position will spend time in and develop a comprehensive knowledge of:

- Brand activation and bringing a brand to life at trade
- Data analysis and utilizing data to improve and implement change in the sales process
- Frontline business to business direct selling
- Consumer selling through a business to business channel (creating pull demand)
- Social Media Marketing and Advertising

The position is responsible for implementing trade activations at the following events:

- 2019 Flaming Gorge Days – Green River, WY
- 2019 National High School Finals Rodeo – Rock Springs, WY
- 2019 Wyoming's Big Show – Rock Springs, WY
- 2019 Blues and Brews Beer Festival – Rock Springs, WY
- 2019 Evanston Beer Festival – Evanston, WY
- Jackson Hole Live – Jackson, WY
- Retail Trade Sampling Events
- Retail Promotions

* Western Wyoming Beverages is an Equal Opportunity Employer. This company does not and will not discriminate in employment and personnel practices on the basis of race, sex, age, handicap, religion, national origin or any other basis prohibited by applicable law.

Qualifications

- Required:
 - Due to the nature of the position, candidate must be 21+ years of age
 - Must be detail orientated, organized, and professional
 - Self-starter with ability to work independently with results driven focus on program objectives
 - Excellent presentation and communication skills
 - Outgoing personality that can “own” a room
- Preferred:
 - Working towards a degree in Marketing, Sales, Communications, Business, Management or a related field
 - Relevant experience in sales, marketing, event planning or promotions.

Schedule:

Due to the nature of the position, many nights and weekends will be required as well as travel to surrounding markets outside of Rock Springs (Evanston, Jackson and Green River). Travel will be covered by the employer. The position will commonly work a Tuesday through Saturday schedule.

About Western Wyoming Beverages:

Western Wyoming Beverages is a family owned and operated company operating in Southwest Wyoming. Western Wyoming Beverages distributes beverage products from national brands including Pepsi and Budweiser. In the company's 40+ year history, Western Wyoming Beverages has built a reputation for its reliable service and friendly staff. WWB services Rock Springs, Jackson, Evanston, Kemmerer, Pinedale, Wamsutter, Big Piney, Mt. View and Lyman.

How to Apply:

Interested candidates should apply through Handshake by submitting a resume and cover letter and/or visit Western Wyoming Beverages at the UW Career Fair on February 27th, 2019. Questions should be directed to HR@wwbev.com.

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