

## **VALLE COUNTRY FAIR - Saturday, October 19, 2024 - vallecountrypair.org**

Founded in 1979, the Valle Country Fair ([www.vallecountrypair.org](http://www.vallecountrypair.org)) is a single-day harvest festival held in a large hayfield located alongside NC Highway 194 between Valle Crucis and Banner Elk. Admission to the Fair is FREE and parking is available in the adjoining field for a reasonable fee. The event is produced by Holy Cross Episcopal Church in cooperation with the Valle Crucis Conference Center. The mission is to raise monies that fund grants to local non-profit organizations and relief to local families with emergency needs. Income is generated from parking fees collected by the Conference Center, food booths operated by Holy Cross, and from the tithes of 150+ artists and craftspeople who donate 10% of what they earn from selling their original handmade creations at the Valle Country Fair.

Always held on the third Saturday in October (October 19, 2024), the whole Valle Crucis community pitches in to make the Fair a success. In the 46 years since its founding, the Valle Country Fair has raised over \$1 million to help people in need in Avery & Watauga Counties. Approximately 200 volunteers show up in force to park cars, flip burgers, pick bluegrass music, bake cakes, can jams & jellies, press apple cider, stir apple butter and more -- all while welcoming 7,000 plus fairgoers to this celebration of colorful fall leaves, hearty harvest flavors, local mountain music, quality handmade crafts and authentic Appalachian culture.

The festival's organizers seek an intern with a range of communication proficiencies to help promote the event in the following ways:

- Improve community awareness of the Valle Country Fair (VCF)
- Increase attendance by first-time patrons
- Secure earned media
- Create posts for social media that mine all facets of the Fair's offerings (crafts, music, food, Appalachian culture, support local, etc.)
- Develop and execute strategy for VCF to utilize Direct Email to increase awareness and attendance
- Develop and nurture relationships with the artisans and musicians that give VCF its authenticity
- Develop and execute strategy to identify and begin developing relationships between VCF and regional bloggers/social media influencers in the lifestyle and family activities affinity groups
- Create and orchestrate outreach promotions aimed at frontline employees of the local tourist industry

### **Qualifications**

- Excellent communication skills
- Critical thinking skills and adaptability
- Must be a self-starter with attention to detail, time management and organizational skills
- Competence meeting deadlines
- Team and leadership skills
- Technical skills appropriate for the position, including writing, photography, audio/video production, website administration, media relations and marketing

## **Benefits**

Real world experience! The excitement and fun of proving to yourself that you are good at what you do, and the immeasurable pride that comes from doing good work.

The candidate will be mentored by the former Marketing Director of Grandfather Mountain, a PR/Advertising/Marketing veteran who will supervise the candidate's performance against the University's requirements toward an internship for credit hours. Every attaboy earned for a surge in Instagram engagement or a mention from an influencer the candidate connected with becomes a bullet point in the job recommendation to be penned at the end of the semester.

The candidate will develop abilities such as: effective communication skills, competence developing marketing strategies, relationship building with stakeholders & influencers, time management and organizational skills and the persistence to see a job through to completion.

The candidate will leave the internship with an expansive portfolio that demonstrates strengths in writing news releases and features, cleverness in producing social media posts and email blasts, comfort in administering a website, measurable returns from relationships developed with social media and tourism influencers, and increased maturity in identifying and executing promotional materials with quality and good taste.

## **Schedule**

The candidate will work remotely, set their own schedule and be responsible for meeting agreed-upon deadlines. The candidate's workflow will be documented to meet the University's requirements for internship credit. Claims against the candidate's time will be most demanding between early-September and mid-October.

## **Contact**

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