



Internship Opportunity

Kansas City Barbeque Society

2519 Madison Ave. Ste. 100

Kansas City, MO 64108

816-765-5891 Office

America's Barbeque Expert" since 1986, the Kansas City Barbeque Society is a nonprofit organization dedicated to preserving, celebrating, promoting and educating the public about barbeque as a distinctively American cuisine. KCBS has nearly 20,000 members. It is the #1 association of grilling and smoking enthusiasts globally with members across the U.S. and in 42 countries globally. It is the premier sanctioning body of food sport competition in barbeque; sanctioning roughly 500 contests globally each year, including the American Royal World Series of Barbecue™ in Kansas City and the Jack Daniel's Invitational in Lynchburg, TN.

Communications and Marketing Intern:

Interns can expect to gain experience via experiences through the duties described below:

- Will partner with CEO, Marketing/Partnerships Manager, Communications Manager and Membership Manager to develop and drive integrated marketing plans in support of KCBS, our brand partners and our events.
- Duties to include planning and execution of social media, P.R., media outreach, digital media strategies, monthly newspaper (print and digital) and internal communication plans throughout our organization of 20,000 members and among our brand partners.
- Duties will also include planning for our World Invitational barbeque contest which will include championship pitmasters from around the world coming to KS to compete for the coveted title of World Champion.
- Will also develop ideas on how to engage younger audiences to get them engaged in the art and sport of grilling and smoking; whether at home or in competitions as either a Cook or a BBQ Judge.
- Intern to help review website and digital marketing opportunities to help recommend improved SEO and Google search term strategies.

Work with Partners such as:

Smithfield Foods, National Turkey Federation, the American Royal Association, Royal Oak Charcoal, YETI, etc.

Students should know:

MS Office, Excel, You Tube, all social media channels, Google suite of tools.

Some experience in graphic design skills preferred.

Internship Begins:

Spring/Summer of 2020

150 – 300 hours available based on student's plans

To Apply:

Send resume, writing samples, social media examples and transcripts to:

Emily Detwiler, CEO

Kansas City Barbeque Society

ceo@kcbs.us (email preferred)

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