

STURGIS BUFFALO CHIP®

Position: Press Relations Assistant or Intern

Department: Media and PR

Start Date: July 24, 2023

End Date: August 13, 2023

Hours: Full Time - Meets 150-hour minimum to receive three course credits.

Objective: Aid the Marketing Department and PR manager with press relations and assisting visiting press at the Sturgis Buffalo Chip before and during the Sturgis Motorcycle Rally.

Job Description:

The Press Relations Assistant will assist with:

- Responding to the needs and requests of the visiting press and content creators.
- Creating content for Buffalo Chip marketing channels.
- Managing the Chip Fam Club VIP program.
- Executing events including press conferences, press tours, charity rides, and VIP meet ups.

Qualifications and Skills:

- Coursework in journalism, mass communications or related field preferred.
- Strong writing and communications skills.
- Strong organizational skills and attention to detail.
- Ability to manage multiple tasks simultaneously and meet deadlines.
- Self-motivation.
- Willingness to work long hours during Rally week.

About the Sturgis Buffalo Chip:

The Sturgis Buffalo Chip is an award-winning nine-day motorcycle and music festival that takes place in August outside of Sturgis, SD. It is known as the Largest Music Festival in Motorcycling and The Best Party Anywhere. It remains one of the world's most televised and longest-running independent music festivals, featured on CMT, CNN, Discovery, Travel, National Geographic, NBC Sports, History, Velocity and many other networks. The Chip's professional marketing, communications, sponsorship, reservations, and operations departments work year-round to prepare for its famous event.

To apply, submit a cover letter and resume to:

Cody Ertman

Media and Public Relations

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