Illinois Licensed Beverage Association

Street Address: 1127 South 2nd Street Springfield, IL 62704

Phone number: 217.523.3232 Fax number: 217.523.3234

Email Address: ilba@springnet1.com

Agency Contact: Daniel Clausner, Executive Director

How should students contact this agency? Email

How should students submit cover letters and resumes? Email

General Description of agency or business Organized in 1880, the Illinois Licensed Beverage Association (ILBA) is the oldest business trade association in the country dedicated to promoting and protecting the retail businesses that sell or serve beverage alcohol. Over 2,500 Illinois retail liquor businesses (on and off-premise) belong to the ILBA, a not-for-profit corporation. Members include: taverns, restaurants, fraternal clubs, package stores, bowling centers, golf courses, hotels, gas stations, convenience stores & grocery stores.

The ILBA aggressively lobbies the Illinois General Assembly, the Illinois Liquor Control Commission, the Governor, Secretary of State and all statewide elected officials to promote and protect the retail liquor industry. In coordination with the American Beverage Licensees (National Trade Association) the ILBA lobbies the Illinois Congressional Delegation.

Internship or Job Description

This is a flexible internship opportunity that can be somewhat tailored to the student’s major, interests, and experience. Some of the duties involved include:

- Participate in ILBA’s involvement in the State Capital and lobbying efforts.
- Assist with state-wide marketing initiatives for prospective members. The campaign will include telephone, print and online components, as well as participating in sales presentations.
- Create, maintain, and/or improve Facebook, Twitter, and LinkedIn accounts. Create videos promotional or informational videos for YouTube.
- Under the supervision of the Executive Director, the intern will: Contact targeted potential members; Develop campaigns; Develop marketing materials; Implement tracking system to monitor membership growth; Provide regular status reports on marketing initiatives.
Desired qualifications: Extensive knowledge of social media. Interest in working in advocacy. Experience with Microsoft Office Suite. Excellent verbal and written communication skills. Must be willing to work in the adult beverage industry.

**Basic student learning anticipated**

1) Opportunity to visit the State Capital and participate in lobbying efforts.

2) Ability to create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness.

3) Ability to construct written sales plans and a professional interactive oral sales presentation.

4) Ability to apply knowledge and skills to real-world experiences in an internship.

**Hours per week:** 20-40  *This opportunity provides a very flexible schedule that can work around student’s course and other obligations!!!*

**Number of weeks:** 8-10

**Position Available:** Summer Only