

# VISIT BUCKS COUNTY

*Pennsylvania*

**Job Title:** Industry Relations Intern

**Reports to:** Business Development & Events Coordinator

**Summary:** Visit Bucks County (VBC) is the official tourism promotion agency for Bucks County, PA. The tourism office promotes all there is to see and do in Bucks County to potential visitors and residents. In addition to consumer travel, VBC targets sports tournaments, motorcoach groups, meetings, special events and weddings. The Industry Relations intern will contribute to all areas within the Industry Relations Department of the tourism office including events, managing partner data, community relations, research and sales.

**Major Responsibilities:**

- Supports the planning and execution of various VBC consumer and industry event programming, including networking, seminars and Visitor Center events.
- Assists with prepping marketing materials for all VBC committee meetings and industry tradeshows/conferences.
- Promotes events and programs through telemarketing.
- Compiles survey results to assist with the future development of Industry Relations events.
- Works with the Industry Relations department to maintain information in Visit Bucks County's customer relationship database and lead management system via email and phone outreach.
- Assists business-to-business initiatives for Bucks County's meetings, weddings/celebrations, group tour, and sports markets.
- Supports the Industry Relations department by attending and representing VBC at leisure events and festivals.
- Research industry trends and best practices to propose ideas to VBC for possible implementation.
- Performs other duties as assigned.

**Requirements:**

- Undergraduate or Graduate students pursuing roles in the Tourism & Hospitality, Events, Communications, or Marketing fields are preferred.
- Excellent communication and people skills.
- Strong attention to detail and organizational skills.
- Ability to prioritize, collaborate and handle multiple projects in fast-paced environment.
- Self-starter, ability to work independently on assigned tasks and meet deadlines.
- Previous event planning experience a plus.
- A sense of humor.

**Compensation:** Non-paid internship, internships available for college credit.

**Takeaways:** VBC interns will learn all aspects of the tourism and hospitality industry and the daily operation of a destination management organization by working on a variety of hands-on projects with other departments and external tourism partners. Industry Relations interns gain experience working in a customer relationship management system, servicing partners and planning and executing events. Successful interns may receive a positive recommendation upon internship completion.

**To apply, please email a cover letter and resume to:** [IndustryRelations@VisitBucksCounty.com](mailto:IndustryRelations@VisitBucksCounty.com).

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VisitBucksCounty.com