

VISIT BUCKS COUNTY

Pennsylvania

Job Title: Graphic Design Intern

Reports to: Graphic Designer

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.

Major Responsibilities:

- Assist Graphic Designer in delivering graphics from concept to execution for all marketing projects including brand marketing campaign, internal and external marketing graphics and collateral.
- Designs original creative based on requirements and deadlines provided by the Graphic Designer.
- Creates and produces graphic materials using a range of media, methods and techniques.
- Ensures consistency and follows brand standards for all in-house campaigns.
- Maintains an organized archive of all past jobs including proofs and final files.
- Meets with marketing & communications team to determine creative direction and complete additional job requests.
- Research industry trends and best practices to propose ideas to VBC for possible implementation.
- Create pages and update content/photos using VBC's VisitBucksCounty.com content management system.
- Assist with photo/video shoots.

Requirements:

- Proficient in InDesign, Photoshop, Illustrator, Flash, Video editing and production using Final Cut Pro.
- Working knowledge of HTML email, HTML5, CSS3 is a plus.
- Experience with producing video and graphics for social media.
- Ability to meet deadlines and work independently on assigned tasks.
- Minimum of 16 hours per week.
- A sense of humor.

Compensation: Paid internship, 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. VBC interns will also write and publish a variety of written pieces that can be used as part of a larger work portfolio. Successful interns may receive a positive recommendation upon internship completion.

To apply, please email a cover letter, resume and portfolio to: GraphicDesign@VisitBucksCounty.com.



@VisitBucksPA

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