

# VISIT BUCKS COUNTY

## *Pennsylvania*

**Job Title:** Marketing & Communications Intern (Spring 2018)

**Reports to:** Marketing & Communications Manager

**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 marketing & communications intern will contribute to all areas within the tourism office including marketing, advertising, public relations, research, sales, photo/video and social media.

### Major Responsibilities:

- Write and publish content for VBC's website, guest blog posts, press releases, media pitches, e-newsletters, social media and marketing/sales communication pieces.
- Create pages and update content/photos using VBC's VisitBucksCounty.com content management system.
- Keep media lists up-to-date, track media clips and research editorial calendars for public relations opportunities.
- Monitor/assist with VBC's social media accounts (Facebook, Twitter, Pinterest, Instagram, YouTube, LinkedIn).
- Assist with researching and qualifying prospective business opportunities in sales markets.
- Support the planning and execution of press trips and meeting planner familiarization tours.
- Organize marketing materials for industry tradeshow/conferences.
- Assist with scheduling and conducting sales missions.
- Maintain and ensure timely input of client information into Visit Bucks County's customer relationship database and lead management system.
- Coordinate with marketing & communications team to develop sales proposals and bid presentations, as well as electronic and print collateral.
- Assist with photo/video shoots.
- Research industry trends and best practices to propose ideas to VBC for possible implementation.
- Administer surveys to locals/visitors for tourism research.
- Perform other duties as assigned.

### Requirements:

- Excellent communication, research and writing skills (Knowledge of AP Style a plus).
- Strong attention to detail.
- Experience with social media.
- Outstanding time management and the ability to function in a fast-paced, changing environment.
- Self-starter, ability to work independently on assigned tasks and meet deadlines.
- Creativity.
- 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. 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 and resume by November, 30 2017 to: [communications@visitbuckscounty.com](mailto:communications@visitbuckscounty.com).

--- Visit Bucks County is the official tourism promotion agency for Bucks County ---  
VisitBucksCounty.com