



Public Relations and Marketing Intern Summer 2018

As the destination management organization for Hamilton County, Indiana, Hamilton County Tourism's vision is to be nationally known as an innovative, diverse, vibrant and attractive tourism destination. Hamilton County Tourism (HCT), located in Carmel, Indiana, has an opening for a paid internship mid-May 2018 through early August 2018 to assist with marketing and public relations initiatives. The hours per week vary between 15 to 30 and may include some evenings and weekends. This will be a maximum of 250 hours total, payable at \$11/hour. Additional hours may be added to this internship to meet school requirements, but those hours would be unpaid.

This position reports to the Director of Marketing and Promotions and works closely with the entire marketing team.

Responsibilities will include:

- Write news releases for events and activities promoted by HCT
- Pitch stories to media outlets
- Coordinate earned media spots with partners
- Research and write blog posts for VisitHamiltonCounty.com/blog
- Write and edit print/web copy
- Assist with the creation, planning and implementation of promotions
- Support social media promotional plans and contests
- Assist with managing STACKLA, a user-generated social media tool
- Research and list building of qualified media contacts
- Media familiarization trip planning and logistics for visiting writers and journalists
- Special events assistance
- Data entry in HCT customer relationship management software
- Partner research to build out amenities – i.e., locally owned, bike parking, restaurant amenities
- Support daily operations as part of a dedicated team, which may include everything from covering the telephones and the Welcome Center desk, to running errands, to filling in on special projects
- Other duties as assigned

This internship provides all-around exposure to marketing, promotions and public relations, as well as to the tourism field. Qualified candidates could include, but are not be limited to, tourism, public relations, marketing and special events majors. The following are required for this internship:

- Solid and proven interpersonal, written and verbal communications skills
- Flexible personality with a willingness to try new things and meet new people
- Ability to work independently and as part of a team
- Strong work ethic and capacity to manage multiple projects and tasks
- Computer software skills to include Microsoft Office (Word, Excel, PowerPoint) and a comfort level with learning new technology applications such as internet website information management
- Valid driver's license and ability to drive own car (HCT is not on a bus line) as well as company vehicles for work-related meetings or events
- Ability to lift 25 pounds as required for event support and booth setup

To apply, send a cover letter, resume and two writing samples (class papers are acceptable) by Feb. 20 to careers@hamiltoncountytourism.com. No phone calls please.