

Social Media & Content Marketing Internship

Visit Huntington Beach



Learn social media and content marketing for a global audience while working at the beach!

Visit Huntington Beach, the official tourism marketing organization for Huntington Beach, is a non-profit organization contracted by the City of Huntington Beach to market the destination to tourists around the globe and increase overnight visitation. The Social Media & Content Marketing Internship will give you first-hand experience working on content creation and management, campaigns, social media, print and digital marketing, photography, and advertising. This position will be supervised by the Content & Creative Services Manager.

Internship goal:

- To gain experience marketing effectively via social media, print, and digital advertising
- To gain experience in content marketing, including curation, creation, organization, and distribution through various platforms

Intern tasks and projects may include, but are not limited to:

- Post, monitor and encourage conversation on Visit Huntington Beach social media channels
- Produce content for Visit Huntington Beach blog posts and other marketing materials
- Photograph Huntington Beach destination landscapes, lifestyle, and events in an authentic and ethical manner
- Update and organize the content library using a digital asset management system
- Use social media tools to discover and select destination imagery for use in Visit Huntington Beach promotions
- Plan and orchestrate Instagram takeovers with local influencers and assist with InstaMeets
- Assist with the creation of 2017/18 Huntington Beach Visitors Guide and other publications

Required skills:

- Strong, creative and professional-level communication skills (written, verbal, presentation)
- Competent with Microsoft Office programs, all social media outlets, and preferably Adobe Creative Suite programs
- Strong work ethic and ability to work in a fast-paced environment
- Ability to work independently and with a team to juggle multiple prioritized tasks
- Attention to detail, creative thinking, and an inquisitive nature
- Ability to gather, compile, compose and edit information in a concise, extremely accurate manner for publication on Visit Huntington Beach website, social media outlets, external online channels and for use in other related purposes

Minimum Qualifications:

- Ability to maintain confidentiality, as well as to exercise sound judgment and discretion in the performance of job duties, and to represent Visit Huntington Beach in a positive, enthusiastic and professional manner
- Must have valid driver's license, auto insurance, and vehicle for use while on Visit Huntington Beach business
- Minimum 3.0 GPA required
- Currently enrolled in an accredited college or university with ability to obtain academic credit for this internship

Preferred Qualifications:

- Previous experience with a student or professional publication in print or digital media
- Experience with graphic design or photo/video editing programs
- Active participation and leadership positions in extracurricular activities, clubs, or organizations
- Knowledge of Huntington Beach and Orange County visitor amenities

To apply:

- Submit a cover letter and resume
- Submit one writing sample (300-500 words) demonstrating marketing and public relations writing skills (press release, marketing plan, blog post, etc.)
- All applications must be submitted by **Thursday, February 9, 2017** via email to Rachel Volbert at **Rachel@surfcityusa.com**

Position compensation: Visit Huntington Beach is offering a stipend of \$1,000 for 120 hours of completed work throughout the semester.

Position date: Full semester minimum (mid-February 2017 - mid-May 2017), start and end dates flexible; in-person interviews held during the week of **February 14-16**.

Position hours: Variable, 10-15 hours per week during the school year; flexible schedule during regular business hours (M-F, 8:30am-5pm) with the opportunity to attend community and partner events during non-business hours.

Visit Huntington Beach
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