Summer Internships



Overview

Visit Annapolis & Anne Arundel County's internships offer a unique opportunity to experience the inner workings of a destination marketing organization.

Our interns will work with our team on several exciting projects, including planning virtual and in-person events and updating our digital content. They will also go "on the road" for special events with the "Arundel Ambassador", our Mobile Visitor Center.

Be prepared to work in a fast-paced, energetic team environment. By the end of your internship, you will have gained broad exposure to many exciting aspects of tourism.



A Day in the Life of an Intern...

Marketing & Communications Interns (2)

- Maintain VAAAC's website and collection of creative assets.
- Update the CRM database with events, images, listings and contacts.
- Assist with the development and scheduling of social media content on Instagram, Facebook, Pinterest, LinkedIn, TikTok, and Google.
- Create curated group sales and tourism development itineraries.
- Craft a monthly "Things to Do" press release and associated blog.
- Present a master content calendar for use by the Marketing and Communications Department.
- Assist with graphic design of marketing and sales materials.
- Attend strategy meetings with the Director of Marketing & Communications.
- Partner with the Visitor Experience team to provide staffing support for the Arundel Ambassador at events and festivals.

Visitor Experience Interns (2)

- Represent VAAAC at Arundel Ambassador activations, such as festivals, sporting events and trade shows.
- Engage with consumers to increase awareness of Annapolis & Anne Arundel County as a premier travel destination.
- Staff partner showcases, open house and activations to support community-wide events.
- Support the volunteer program by updating the volunteer newsletter, training manual and practices, and recruitment strategy.
- Assist in planning and executing dynamic training events, familiarization tours and industry info sessions for volunteers/staff.
- Conduct research related to the visitor experience.
- Participate in planning innovative upgrades to the Visitors Center.

Our Internships Offer...

- \$15/hour, up to 30 hours of work per week through Summer 2023.
- Experience working with a dynamic team in the tourism industry.
- A diverse, supportive, and collaborative team of colleagues.
- Great bragging rights in the fall about a terrific internship.









Intern Qualifications

Interns must accept responsibility and direction; act as professionals; work to receive maximum educational benefits and professionally represent themselves, VAAAC and their colleges or universities. Specific qualifications include:

- Current enrollment in an A.A. or B.A./B.S. degree program required. Tourism, Hospitality, Marketing, Communications, or Public Relations majors are preferred but not required.
- Students attending a HBCU or Community College are strongly encouraged to apply.
- Residency in Annapolis or Anne Arundel County preferred but not required.
- Excellent verbal and written communication skills.
- Knowledge of social media platforms and tools.
- Familiarity with Microsoft Office.
- Familiarity with video editing software.
- Must be available to work on Saturdays.
- Must have reliable transportation to attend events.

VAAAC's Commitment

Members of the VAAAC team will serve as mentors, and offer instruction and supervision to grow and develop our interns' professional competency. Interns may be assigned to work under several qualified leaders. We will:

- Introduce interns to the VAAAC staff and conduct an orientation regarding the organization's mission, vision and procedures.
- Serve as advisors and coaches.
- Work with our interns to develop goals and objectives.
- Complete and submit any requirements requested by the intern's academic advisor.
- Set a work schedule and identify activities to meet objectives.

Application Submission

- All applicants should submit a cover letter and resume to <u>hr@visitannapolis.org</u>.
- APPLY NOW
- Include "Marketing & Communications Internship" or "Visitor Experience Internship" in the subject line to indicate which you're applying for.
- To learn more about VAAAC, visit visitannapolis.org

