

Communications & Marketing Internship Job Description

Auburn-Opelika Tourism is a non-profit service organization positively impacting our economy and improving the quality of life in our community through tourism and travel. We are a team of enthusiastic professionals whose goal is to make working with us a pleasure and to positively impact the lives of every visitor, client, and partner with whom we come in contact. Our motivating principle is to find a way to say yes to every need or request, perhaps before it is ever asked. Oh yeah, and we're awesome.

Requirements/Skills:

Interns must have a minimum 3.0 GPA and demonstrate the ability to undertake basic public relations writing assignments. We require an understanding of basic media relations skills, an ability to interact professionally with partners and guests, creativity in both writing and content creation, and good judgment. Proficiency in Microsoft Office, social media platforms, and general computer skills is required. The intern will be mentored by the communications team. The communications and marketing director will help the intern prioritize tasks and focus on multiple projects and deadlines simultaneously. Interns will work 15-40 hours per week, including occasional nights and weekends. And be awesome.

Responsibilities:

Duties and responsibilities of internship may include but are not limited to the following:

- Draft basic public relations materials including news releases, status reports, creative writing pieces, copywriting, and other materials as directed.
- Attend and participate in client meetings, event planning/hosting, presentations, and brainstorming sessions as directed.
- Assist with the development and updating of partner lists and other databases, including facilities, event calendar, media, inquiry, etc. Related tasks include database creation, data entry and update additions and corrections.
- Assist with the distribution of visitor information/materials including physical delivery to distribution points throughout Lee County and Montgomery. Interns will need their own vehicle. Physical requirement to lift a minimum of 35 pounds.
- Assist with the creation of social media campaigns, including, but not limited to, TikTok, Instagram Reels, Facebook, and LinkedIn.
- Assist with the management of website and social media platforms across various platforms as directed.
- Support the organization's efforts by performing research and analytics activities.
- Assist staff with other partners, business development, and organizational management projects as directed.
- Embrace and uphold Auburn-Opelika Tourism's core values.

To Apply:

Internships may be unpaid or paid, based on experience and qualifications. Please send a cover letter, resume, two writing samples, and a social media or graphic design sample (if available) to the following: Cat Bobo, Communications & Marketing Director, at cat@aotourism.com.