

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 strong writing and communication skills. Competitive candidates will already have experience creating content for social media platforms, including filming, editing, and publishing. We value students who are involved on campus, such as Camp War Eagle counselors, student recruiters, orientation leaders, or members of student media groups, as this demonstrates initiative, leadership, and awareness of what engages peers and the community.

An ability to interact professionally with partners and guests, creativity in both writing and content creation, and good judgment are essential. Proficiency in Microsoft Office, social media platforms, and general computer skills is required; familiarity with Canva, Adobe Creative Suite, or other design/editing tools is a plus. Interns will be mentored by the communications team, with the communications and marketing director providing guidance on prioritizing tasks and managing 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:

- Create and publish content for social media campaigns (TikTok, Instagram Reels, Facebook, LinkedIn) and assist with website updates.
- Draft short-form public relations materials such as news releases, copywriting, and creative pieces
- Participate in meetings, brainstorming sessions, and event planning; provide on-site support at select events (including occasional evenings/weekends).
- Assist with database updates, including partner lists, event calendar, and media contacts.
- Help distribute visitor information and materials across Lee County and Montgomery (vehicle required; ability to lift 35 lbs).
- Organize photos, videos, and other digital assets; support research and analytics for campaigns
- Collaborate with staff on projects that support Auburn-Opelika Tourism's business development and uphold AOT's core values.

To Apply:

Internships may be unpaid or paid, depending on experience and qualifications. To apply, please email Cat Bobo, Communications & Marketing Director, at cat@aotourism.com with a cover letter, resume, 2 writing samples, and 2-3 content samples such as social media posts, Reels, TikToks, videos, or design work.