

# VISIT BUCKS COUNTY

Pennsylvania

**Title:** Marketing and Communications Internship

**Reports to:** Marketing & Communications Coordinator

**Summary:** The Visit Bucks County (VBC) Marketing and Communications Intern will assist the marketing team with writing content for VisitBucksCounty.com, organizing VBC's photo and video assets, researching social media influencer opportunities and other areas of the marketing and communications. The intern will also assist with capturing, posting and scheduling content for Instagram, Facebook, TikTok and YouTube. This internship position is hybrid with one day a week spent at tourism locations assisting with video production throughout Bucks County and other work days in an office environment.

## **Responsibilities:**

- Assist with scheduling tourism partner site visits to obtain TikTok, YouTube and other social media content.
- Visit tourism locations to gather photo and video content.
- Assist Content Creator with all production needs while onsite.
- Assist with editing, scheduling and optimizing social media content on a variety of platforms.
- Assist with weekly video needs, including shooting TikTok, Instagram reels and YouTube videos with VBC's "Local Tourist"
- Assist with the aggregation of User Generated Content in Crowdriff
- Assist with designing and generating weekly Instagram stories and marketing graphics in Canva.
- Write and edit content for social media, VisitBucksCounty.com and blog posts.
- Assist with updating event listings and partner information and photos on VisitBucksCounty.com.
- Approve calendar of event submissions and assist with *What's Up This Weekend* in Bucks County.
- Keyword, archive and organize all images and videos in asset management system.
- Support the planning and execution of press/influencer trips.
- Monitor social media trends and present new ideas to enhance the current content strategy to increase total followers and engagement
- Support the Marketing & Communications team with other special projects as assigned.

## **Requirements:**

- Adobe Premiere and Canva experience.
- Excellent research, organizational, written, verbal, editing and interpersonal skills.
- Deadline oriented, self-starter who is able to manage multiple projects in a fast-paced environment.
- Knowledge of digital trends within the tourism industry is a plus.
- Ability to work evenings and weekends.
- Daily access to a vehicle (mileage reimbursement available).
- Creative mind with a flair for visual storytelling.
- A sense of humor.

**Hours:** 16 – 24 hours per week.

**Compensation:** \$13 hour

**Please send cover letter, resume and portfolio to [marketing@visitbuckscounty.com](mailto:marketing@visitbuckscounty.com)**