

# VISIT BUCKS COUNTY

*Pennsylvania*

**Job Title:** Marketing & Communications Intern

**Reports to:** Senior Marketing & Communications Manager

**Summary:** Visit Bucks County (VBC) is the official tourism promotion agency for Bucks County, PA. The tourism office promotes all there is to see and do in Bucks County to potential visitors and residents. In addition to consumer travel, VBC targets sports tournaments, motorcoach groups, meetings, special events and weddings. The marketing & communications intern will contribute to all areas within the tourism office including marketing, advertising, public relations, research, sales, photo/video and social media.

### Major Responsibilities:

- Write and publish content for VBC's website, *Well Seasoned* magazine, media pitches, e-newsletters, press releases and more.
- Create pages and update content and photos on our website using VBC's content management system.
- Research editorial calendars and journalists for public relations opportunities.
- Assist with creating content and scheduling on VBC's social media accounts (Facebook, Twitter, Pinterest, Instagram, YouTube, LinkedIn).
- Support the planning and execution of press trips.
- Help execute creative deliveries to the media and our partners.
- Help maintain VBC's photography database, Barberstock.
- Assist with photo/video shoots.
- Research industry trends and best practices to propose ideas to VBC for possible implementation.
- Help promote the County to the public on day-of event activations.
- Perform other duties as assigned.

### Requirements:

- Excellent communication, research and writing skills (Knowledge of AP Style a plus).
- A self-starter, reliable, and ability to work independently on assigned tasks.
- Ability to meet deadlines.
- Strong attention to detail.
- Experience with social media.
- Outstanding time management and the ability to function in a fast-paced, changing environment.
- Creative and open-minded.

**Compensation:** Non-paid internship, internships available for college credit.

**Takeaways:** VBC interns will learn all aspects of the tourism and hospitality industry and the daily operation of a destination management organization by working on a variety of hands-on projects with other departments and external tourism partners. VBC interns will also write and publish a variety of written pieces that can be used as part of a larger work portfolio. Successful interns may receive a positive recommendation upon internship completion.

To apply, please email a cover letter and resume to: [Communications@VisitBucksCounty.com](mailto:Communications@VisitBucksCounty.com).



@VisitBucksPA

#BucksCounty #ExploreInBucksCo #EatInBucksCo #DrinkInBucksCo