

VISIT BUCKS COUNTY

Pennsylvania

Job Title: Virtual Creative Content Intern

Reports to: Senior Marketing & Communications Manager

Semester: Fall 2021 (August 30 – December 17)

Location: Remote, however must be in close proximity to Bucks County for internship duties.

Summary: Visit Bucks County (VBC) promotes travel to and within Bucks County, Pennsylvania. As the County's officially-designated tourism marketing agency, VBC drives visitation, increases overnight stays and fuels the local economy by promoting all there is to see and do in Bucks County. VBC supports local businesses in the tourism and hospitality industry, including lodging, attractions, restaurants, retail, events and more. Annually, more than 8 million people visit Bucks County generating a billion dollars in economic impact.

Major Responsibilities:

- Write & edit content for VBC's website, "What's Up This Weekend" blog posts, and seasonal pitches to media.
- Visit partner businesses and in-person events as needed for creating content such as Instagram Stories and Reels.
- Help maintain VBC's photo/video database, Barberstock.
- Support photo/video shoots with production assistant tasks.
- Keep up-to-date on tourism partner's events and submit website listings for them.
- Assist with creating content for VBC's social media accounts of Facebook Live, Instagram/Stories & Pinterest.
- Draft editorial submissions for fellow DMOs' web & e-newsletter content.
- Research editorial calendars and journalists for public relations opportunities.

Requirements:

- Personal Laptop (with video for Zoom calls)
- Access to a car
- Creative and familiar with creating and editing Reels, Instagram stories and the app Canva.
- Excellent communication, writing and editing skills.
- A self-starter, reliable, and ability to work independently on assigned tasks.
- Ability to meet deadlines.
- Strong attention to detail.
- Outstanding time management and the ability to function in a fast-paced, changing environment.

Hours: 10-20 per week.

Compensation: Non-paid. Internships are available for college credit.

Takeaways: VBC interns will learn the ins and outs of the tourism and hospitality industry and the daily operation of a Destination Management Organization (DMO) in a virtual environment by working on a variety of marketing and public relations tasks with staff and external tourism partners. VBC interns will also write and publish a variety of written pieces and social media content that can be used as part of a larger work portfolio.

To apply, please email a resume and writing sample by August 15 to AlexaJ@VisitBucksCounty.com.



@VisitBucksPA

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