



Discover Lehigh Valley® Summer Internship

POSITION:	Creative Services Intern (May–August 2020, exact dates are flexible)
REPORTS TO:	Creative Services Manager
EDUCATION:	Pursuing a degree in Graphic Design, Communications Design, or relevant program, preferred.
HOURS:	Max of 25 hrs per week
LOCATION:	Allentown, Pennsylvania

KNOWLEDGE AND SKILLS REQUIRED:

Exciting opportunity for a graphic design student to build their portfolio and professional experience in a busy marketing department. The candidate should be organized, with the ability to multitask on a variety of projects. Intermediate knowledge of Adobe Creative Suite, primarily InDesign, Illustrator, Photoshop. Familiarity with basic HTML a plus. Video editing and ability to create motion graphics are a welcome bonus. Proficient in Google Drive (Gmail, Sheets, Slides, Docs, etc.). Familiarity with social media platforms such as: Facebook, Twitter, Instagram, and LinkedIn. Must have excellent interpersonal skills, with the ability to collaborate with others and receive design direction. Candidates should possess knowledge of photography concepts and be comfortable shooting a DSLR. A valid driver's license to perform responsibilities related to job functions, preferable.

POSITION SUMMARY:

This position will support the Marketing Department of Discover Lehigh Valley® (DLV) through the many facets of creative services, including:

- Design of digital and print advertisements: digital display ads, billboards, print ads, etc.
- Photo editing and retouching.
- Assist in developing and maintaining DLV's asset library, including photo and video content.
- Assist in development of video concepts, light editing of video footage.
- Update existing collateral and promotional pieces.
- Develop written and visual content for social media platforms, blog posts, calendar of events, and newsletters.
- Collaborate with members of the sales and marketing teams.
- Update content (written and visual) on DiscoverLehighValley.com.
- Participate in brainstorming sessions and departmental meetings.
- Development of email templates.
- Represent DLV professionally at company and client-sponsored events.
- Assumes other tasks or responsibilities to support the Marketing department of DLV.
- Maintain a positive attitude and professional demeanor.
- An interest in the tourism industry and Lehigh Valley is preferred.

Interested candidates should email a cover letter, resume, and portfolio (website, behance, or pdf) by March 13, 2020 to:

Alisa Lopano, Creative Services Manager

alisa@DiscoverLehighValley.com with Subject Line: Creative Services Intern

The position does not guarantee full-time or part-time employment at Discover Lehigh Valley® upon completion of the internship. Discover Lehigh Valley® is an equal opportunity employer.