



Summer Internship - Paid

\$10 / hour (minimum 20 hours / week)

POSITION: Marketing & Communications Intern (June - August, 2019)

REPORTS TO: Content & Communications Manager

EDUCATION: Pursuing a degree in Communications, Marketing, Public Relations, or relevant program, preferred. Sophomore or Junior status preferred, but others considered.

KNOWLEDGE AND SKILLS REQUIRED:

Must be highly organized with an attention to detail and have the ability to multitask. Proficient in Google Drive (Gmail, Sheets, Slides, Docs, etc.) and social media platforms including, but not limited to, Facebook, Twitter, Instagram, Pinterest, and LinkedIn. Must have excellent interpersonal relationship skills. Must maintain a valid driver's license in order to perform responsibilities related to job functions.

POSITION SUMMARY:

This position will support the Marketing Department of Discover Lehigh Valley® (DLV) through the many facets of marketing and communications, including content development, social media content, performance reporting, and more.

- Update and draft basic public relations materials including, but not limited to, fact sheets, backgrounders, itineraries for visiting journalists, and media briefing documents.
- Assist in developing written and visual content for social media platforms, blog posts, calendar of events, and newsletters.
- Create pages and update content on DiscoverLehighValley.com.
- Assist in developing and maintaining DLV's asset library, including photo and video content.
- Participate in brainstorming sessions and departmental meetings.
- Represent DLV professionally at company and client-sponsored events.
- Assumes other tasks or responsibilities as directed by the Content & Communications Manager and Vice President of Marketing & Strategic Alliances.

The candidate must maintain a consistent positive attitude and professional demeanor and be willing and able to work occasional evenings / weekends. A strong knowledge of the tourism industry and assets available in the Lehigh Valley is preferred, but not required.

Interested candidates should email a cover letter, resume, and writing sample by May 3, 2019 to:

Kaitie Burger, Content & Communications Manager

kaitie@DiscoverLehighValley.com • **Subject Line: "Summer Internship"**

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.



ALLENTOWN | BETHLEHEM | EASTON

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