



Marketing and Public Relations Intern Summer 2020

As the destination management organization for Hamilton County, Indiana, Hamilton County Tourism's vision is to be nationally known as an innovative, diverse, vibrant and attractive tourism destination. Hamilton County Tourism (HCT), located in Carmel, Indiana, has an opening for a paid internship mid-May through late July or early August 2020 to assist with marketing and public relations initiatives. The hours per week may vary, but will average around 25. This internship will be a maximum of 250 hours total, payable at \$12/hour. Additional hours may be added to meet school requirements, but those hours would be unpaid.

This position reports to the Director of Marketing and Promotions and works closely with the entire marketing team.

Responsibilities will include:

- Data entry in HCT customer relationship management software
- Write news releases for events and activities promoted by HCT
- Pitch stories to media outlets
- Coordinate earned media spots with partners
- Research and write blog posts for VisitHamiltonCounty.com/blog
- Write and edit print/web copy
- Assist with the creation, planning and implementation of promotions
- Support social media promotional plans and contests
- Research and list building of qualified media contacts
- Media familiarization trip planning and logistics for visiting writers and journalists
- Partner research to build out amenities – i.e., locally owned, bike parking, restaurant amenities
- Special events assistance
- Support daily operations as part of a dedicated team, which may include everything from covering the telephones and the Welcome Center desk, to running errands, to filling in on special projects
- Other duties as assigned

This internship provides all-around exposure to marketing, promotions and public relations, as well as to the tourism field. Qualified candidates could include, but are not be limited to, tourism, public relations, marketing, communications and special events majors. The following are required:

- Solid and proven interpersonal, written and verbal communications skills
- Flexible personality with a willingness to try new things and meet new people
- Ability to work independently and as part of a team
- Strong work ethic and capacity to manage multiple projects and tasks
- Computer software skills to include Microsoft Office (Word, Excel, PowerPoint) and a comfort level with learning new technology applications such as internet website information management
- Previous exposure to public relations, communications and social media through college courses, volunteer or paid work, club membership or previous internship experience a plus
- Valid driver's license and ability to drive own car (HCT is not on a bus line) as well as company vehicles for work-related meetings or events
- Ability to lift 25 pounds as required for event support and booth setup

To apply, send a cover letter, resume and two writing samples (class papers are acceptable) by Jan. 31 to careers@hamiltoncountytourism.com. No phone calls please.