



Marketing & Public Relations Intern Summer 2024

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. For more information, visit <https://www.visithamiltoncounty.com/>

Located in Carmel, Indiana, HCT is an equal opportunity employer and welcomes everyone to our team. We have an opening for a paid internship mid-May through late July or early August 2024 to assist with marketing and public relations initiatives. This internship will provide all-around exposure to marketing, promotions, and public relations, as well as to the tourism field. Qualified candidates could include, but are not limited to, tourism, public relations, marketing, communications and special events majors.

The Marketing and Public Relations intern will report to the Director of Marketing and Promotions and work closely with the entire marketing team.

Responsibilities:

- Research and update blog posts for VisitHamiltonCounty.com/blog
- Write and edit print/web copy
- Assist with the creation, planning and implementation of promotions, including Tenderloin Tuesdays™
- 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
- Collect video, in collaboration with Communications Manager, of local events and attractions for social stories, reels and TikTok
- Coordinate earned media spots with partners
- Special events assistance
- Support daily operations as part of a dedicated team, which may include everything from covering front desk, to running errands, to filling in on special projects
- Other duties as assigned

Requirements:

- 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 as well as the company vehicle for work-related meetings or events
- Ability to lift 25 pounds as required for event support and booth setup

The hours per week may vary but will average around 25. This internship will be a maximum of 250 hours total, payable at \$15/hour. *Additional hours may be added to meet school requirements, but those hours would be unpaid.*

To apply, send a cover letter, resume and two writing samples (class papers are acceptable) by Feb. 16 to careers@hamiltoncountytourism.com. Please include "Marketing & Public Relations Intern" in the subject line of the email.