

# Visit Lake Charles

## JOB DESCRIPTION

Job Title: Marketing Intern  
Direct Report: Digital Content Manager  
Job Location: Visit Lake Charles  
Classification: Part-time/Non- Exempt Hourly

### Position Summary

The Marketing Intern plays a key support role within the Visit Lake Charles marketing team, contributing to CRM management, copywriting, digital content planning, partner and stakeholder communication, and overall promotion of Lake Charles and Southwest Louisiana.

This position blends office-based responsibilities with in-the-community fieldwork to connect with partners and gather business and event information, updates, and potentially photo and video assets that showcase the region's culture, attractions, events, and stories.

The ideal candidate is creative, proactive, enjoys writing, and is comfortable speaking with partners to gather information that will best promote their restaurant, attraction, or hotel, and assist with storytelling across platforms. This individual must be willing to learn CRM and CMS management, have writing experience, have interest in analytics and data research, and be eager to support a fast-paced tourism marketing environment. Interest and experience in graphic design is encouraged, but not required.

Ideally, the intern will commit 15–20 hours per week, allowing them to fully engage in both in-office responsibilities and community-based content collection for a well-rounded learning opportunity.

The internship extends through Summer 2026 and is open to students currently enrolled in a two-year community college or four-year university. The ideal candidate will be a junior or higher at a four-year institution, or on track to graduate with an associate or bachelor's degree by December 2026..

### Duties and Responsibilities

Assist Digital Content Manager with daily tasks such as website management and webpage updates, CRM updates to business accounts including photo acquisition, professional contact information, and listing creations, as well as assisting with event entries and event edits.

Research data trends to assist with content calendar management and assist with writing and publishing blog posts that highlight local events, attractions, and unique Southwest Louisiana experiences.

Accompany Digital Content Manager and additional marketing team staff to hotel partner meetings, CRM training with partners, hotel visits, and other work-related meetings as appropriate.

Support other marketing team members in their roles as needed, contributing to brand marketing, public relations, and digital strategies.

Shadow Tourist Information, Sales, and Sports departments to gain a comprehensive understanding of how Visit Lake Charles operates.

Attend industry-related functions whereas required.

Assume additional responsibilities as assigned.

### Position Qualifications and Requirements

- Intern must be in pursuit of a degree in the marketing or communications related fields.
- Intern will commit 15–20 hours per week
- Graduating by or before December 2027.
- Verbal, interpersonal, and written communication skills
- Time management and organizational skills
- Ability to set and meet multiple deadlines
- Possess valid driver's license and have reliable transportation
- Regularly required to talk or hear, see, sit, stand, walk, use hands/fingers or feel, reach, bend, stoop, climb stairs, and lift up to 25 lbs. (The physical demands described are representative of those that must be met by an employee to successfully perform the functions of the job.)

Disclaimer: Nothing in the job description restricts management's rights to assign or reassign duties and responsibilities to this job at any time. This internship is classified as a part-time position and, accordingly, is not eligible for employee benefits.