



1205 North Lakeshore Drive
Lake Charles, LA 70601
337-436-9588
www.visitlakecharles.org

Company:

Visit Lake Charles

Company Overview:

Visit Lake Charles is the official marketing organization dedicated to promoting Calcasieu Parish as a destination to spur economic growth and enhance the quality of life in Southwest Louisiana.

Job Title:

Marketing/Communications Intern

Classification:

Part-Time/Non-Exempt

Compensation:

\$10 per hour, up to 29 hours per week

Job Description:

The marketing/communications intern will work closely with the marketing and communications departments to support their campaigns, strategies, events, projects, and systematic processes to establish more local and regional awareness by assisting with public relations, social media, digital assets, branding, and more. This position will report directly to the director of public relations.

Responsibilities:

- Assist with copywriting for brochures, website, e-newsletters, press releases, and blogs
- Assist with video and photo content creation and development for social media accounts
- Manage event posts on social media accounts
- Research, update, and add new events to the Visit Lake Charles community event calendar
- Complete online training for marketing software, including but not limited to Simpleview, Meltwater, CrowdRiff, Sprout Social, MailChimp, Microsoft Teams, Google Analytics, etc.
- Distribute press releases to local media
- Assist staff with #GetDowntownLC campaign with implementation of marketing plan.
- Submit monthly reports on #GetDowntownLC campaign

- Schedule meetings and appointments for department employees to meet with industry partners.
- Assist with company events as needed.
- Assist with familiarization tours.
- Work with area attractions to help promote their experiences and services
- Other duties and projects as assigned.

Basic Qualifications:

- Excellent listening, verbal, and written skills
- Strong organizational skills
- Ability to adapt and remain flexible
- Demonstrated proficiency in Microsoft Office Suites
- Ability to research and compile findings from internal and external sources
- Self-motivated with project management skills
- Currently pursuing or recently graduated with an undergraduate or undergraduate degree in communications, marketing, public relations, journalism, or a related field.
- Open to learning new digital software and programs
- Reliable transportation and valid drivers' license

Internship Benefits:

The marketing/communications intern will learn how to navigate a professional setting, including administrative duties, corporate meetings, planning processes, data reporting, and more. Throughout their term, they will become familiar with various things to do, see, eat, and experience in Calcasieu Parish first-hand, as well as understand the value of the Lake Charles destination and its community. While discovering their preferred career style, the intern will become familiar with various marketing and communication professions including public relations, social media, data analytics, research, branding, and industry partners. Upon the completion of their internship, the intern will have a portfolio with writing samples, a media list, social media content, a campaign marketing plan, website management, a professional headshot, and more.

Application Process:

Interested applicants should email a resume to Shalisa Roland, Director of Public Relations, at sroland@visitlakecharles.org.