



## GRAPHIC DESIGN INTERNSHIP

Seeking students interested in graphic design with marketing concepts

Visit Lake Norman is a non-profit organization dedicated to positively impacting our local and regional economies through tourism. We are committed to generating economic benefits for our towns of Cornelius, Davidson and Huntersville by bringing national and regional events to the area and by marketing our destination to the broadest base of potential visitors possible. Visit Lake Norman is the destination marketing leader of the Lake Norman region, representing all communities through the promotion and development of our resources for the maximum economic benefit of our towns, businesses and residents.

This position is unpaid and performs elementary graphic design work to support Visit Lake Norman's key marketing themes and focus areas for Regional Branding and Partnerships, Communications, Media & Print Advertising, Online Marketing and Social Media Outlets and Information Outlets to sell our region as a destination.

### **Responsibilities include but not limited to:**

- Produce visual solutions, using a mix of creative skills and commercial awareness. Needs imaginative flair, awareness of current trends in the visual arts, working knowledge of the latest computer packages and an understanding of material costs and time limits, all of which can impact on the design.
- Maintain a well-informed, working knowledge of area attractions, lodging, dining and services available in the area to visitors using a mix of creative skills and commercial awareness for collateral and design development.

### **Required Skills:**

- Experience with Adobe Creative Suites inclusive of InDesign, Illustrator, Photoshop; Adobe Professional, flash software; must be proficient in Microsoft Office (Word, Publisher, Power Point); familiarity with Microsoft Excel.
- Ability to prioritize projects, maintain high level of communication and interaction, strong organizational skills and exhibit high level of creativity in order to meet tight deadlines and produce accurate, high quality work.
- Effectively present ideas—both verbally and visually using effective written and verbal communication skills are critical. Strong communication skills and professionalism are required for working with Marketing Director and team members as well as those outside the organization, and with outside vendors.

This position will assist the Visit Lake Norman staff with promotional ideas, research and other event coordination for the Lake Norman area. May also be required to serve as a Visitor Center representative as needed to greet and welcome the public when they visit the Visitor Center for information.

### **Other details:**

- Minimum of 15 hours per week, 40 hours per week preferred.
- Flexible scheduling typically (between 9am and 5pm Monday - Friday, with weekend and evening work).
- Parking provided.

For more information about us, visit [www.VisitLakeNorman.org](http://www.VisitLakeNorman.org). To apply, send your statement of interest, resume, and an electronic media portfolio to:

Visit Lake Norman • Attention: Graphic Design Internship  
19900 West Catawba Avenue, Suite 102  
Cornelius, North Carolina 28031  
704-987-3300 (phone)  
Cyndi Bartley - Email: [bartley@lakenorman.org](mailto:bartley@lakenorman.org)