

COLLEGE INTERN

Part-Time – 500 Hours per year

Dept: Randolph County Tourism Development Authority

FLSA Status: Non-Exempt

Grade: 307

Introduction: Tourism Development Authority

The Randolph County Tourism Development Authority is a public authority governed by the terms of special legislation granted by the N.C. General Assembly on July 28, 1997, as House Bill 337, An Act to Authorize Randolph County to Levy a Room Occupancy and Tourism Development Tax under the Local Government Budget and Fiscal Control Act. The current occupancy tax rate is set at five percent. The Authority operates the Heart of North Carolina Visitors Bureau representing Archdale, Asheboro, Franklinville, Liberty, Ramseur, Randleman, Seagrove, Staley, and Trinity and the I-73/74 Visitor Centers. Amber Scarlett serves as the Authority's Executive Director, and the organization is governed by the Authority Board of Directors, appointed by the Randolph County Board of Commissioners.

General Definition of Work

Performs administrative-level work supporting specific aspects of the Randolph County Tourism Development Authority Destination Marketing Plan & Program of Work, including Information Technology, Publications & Fulfillment, Visitor Services, Partnerships & Industry Advocacy, Government Relations, and related work as apparent or assigned. Serves on the Tourism Team, and work is performed under the general supervision of the Authority Executive Director and any applicable Authority officials.

Internship Description

College Interns, based on their knowledge, skill, and ability, will gain practical, hands-on experience and insight into the travel and tourism industry and will be involved in a wide array of duties related to:

- **Administration**
Learns operational efficiencies, ongoing organizational planning, education, and community-based initiatives that position the Authority as the leader in hospitality and tourism-based economic development for Randolph County.
- **Product Development**
Supports the enhancement of Randolph County as a destination by building consensus and strategic alliances that support the maintenance and enhancement of memorable experiences that visitors cannot get anywhere else.
- **Marketing & Communications**
Assists in creating targeted, integrated consumer marketing and communications campaigns, including advertising, brand communications, cooperative partner programming, publications, and tourism strategies designed to increase overall visitation and hotel revenues.
- **Information Technology**
Supports the Authority's destination marketing plan and program of work through the effective use of information technology and cloud-based services.
- **Public Relations**
Works with staff to support a positive public image and a compelling invitation to the Heart of North Carolina for potential visitors, the public, the news media, influencers, bloggers, and online communities.

- **Publications & Fulfillment**
Assists staff in attracting and informing visitors about Randolph County’s tourism products.
- **Group Travel**
Assists staff in implementing marketing strategies that target travelers through third-party sellers and travel industry trade supplies.
- **Visitor Services**
Connects visitors to key resources that encourage positive experiences that increase repeat visits and new referrals to Randolph County
- **Research & Performance Measures**
Assists staff in communicating the role and relevancy of the Authority to its partners and stakeholders, and policymakers.
- **Partnerships & Industry Advocacy**
Assists in developing partnerships with local, regional, state, national, and international organizations; consensus-building and marketing coordination amongst existing partners to unify the brand strategy and best leverage occupancy tax dollars.
- **Government Relations**
Develops and maintains relationships with the Board of Directors, Randolph County Board of Commissioners, city and town councils, and local, regional, state, and national elected officials as opportunities are presented.

Qualifications Requirements

To perform this internship successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below represent the knowledge, skill, and ability required. Reasonable accommodation may be made to enable an individual with disabilities to perform essential functions.

Knowledge, Skills, and Abilities

Ability to learn detailed tourism information including attractions, events, accommodations, recreational, historical, and geographic features of the County and State; ability to read maps, communicate effectively, and deal tactfully and cordially with all types of people; basic knowledge of standard office practices, procedures, equipment, and office assistance techniques; basic understanding of business English, spelling, and arithmetic; essential skill operating standard office equipment and applicable hardware and software; some skill preparing and reviewing documents; ability to read and understand basic programs and policies of limited scope and difficulty; ability to use computer equipment and perform basic word processing and simple data entry; ability to make use of multi-line telephone system; ability to establish effective working relationships with associates, visitors, industry partners, and stakeholders, and the general public.

Special Requirements

Valid North Carolina Driver’s License OR a reliable source of transportation.

Physical Requirements

This work may require the periodic exertion of up to 50 pounds of force; work frequently requires sitting and standing, speaking or hearing, using hands to finger, handle, or feel and repetitive motions, walking, stooping, kneeling, crouching, or crawling, reaching with hands and arms, pushing or pulling and lifting; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas using the spoken word; hearing is required to perceive information at normal spoken word levels; work analyzing written or computer data, operating machines, and observing general surroundings and

activities; work has no exposure to environmental conditions; work is generally conducted in a moderately noisy location with normal to heavy traffic.

Competencies

- **Business Ethics**
Treats people with respect; keeps commitments; inspires the trust of others; works ethically and with integrity; upholds organizational values.
- **Communications**
Expresses ideas and thoughts verbally and in written form; exhibits good listening and comprehension; keeps others adequately informed; selects and uses appropriate communication methods.
- **Customer Service**
Displays courtesy and sensitivity; manages difficult or emotional situations; meets commitments; responds promptly to visitor/staff needs; solicits visitor feedback to improve service.
- **Dependability**
Responds to requests for service and assistance; follows instructions; responds to management direction; takes responsibility for own actions; commits to doing the best job possible; keeps commitments; meets attendance and punctuality guidelines.
- **Initiative**
Volunteers readily undertake self-development activities, seek increased responsibilities, take independent actions, calculate risks, look for and take advantage of opportunities, and ask for help when needed.
- **Quality**
Demonstrates accuracy and thoroughness; displays a commitment to excellence; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.
- **Relationship Building**
Builds rapport up, down, and across the Authority; establishes collaborative relationships to achieve objectives; seeks win-win solutions to conflict; displays empathy and tolerates diverse viewpoints.

I have read and understand my job duties and responsibilities outlined in this position description. I will complete all tasks assigned to the best of my abilities and as assigned.

Employee Name (Printed)

Employee Signature

Date

Executive Director (Printed)

Executive Director Signature