Rockford Area Convention & Visitors Bureau
Seasonal Internship – Marketing

At the Rockford Area Convention & Visitors Bureau (RACVB), our goal is for interns to develop professionally from their internship experience. Interns will work directly with staff to creatively promote area attractions and businesses throughout the Rockford region to attract visitors and help to service local, regional and national events and tournaments hosted by various facilities in the region.

Interns of the RACVB can expect to receive hands-on, entry level, professional work experience, having the opportunity to build a professional portfolio. They will learn from a professionally trained team and will have the opportunity to meet and develop relationships with key vendors, destination partners and community leaders.

SEASONAL INTERNSHIP – MARKETING essential functions include:

- Write content highlighting RACVB programs, including press releases, blogs, social media content, and other projects as assigned across various GoRockford platforms
- Execute photography and videography projects at regional sites, attractions, restaurants, shops, events and other tourism-oriented places to bolster content development
- Assist in developing and coordinating a social media plan and comprehensive content calendar for GoRockford social channels, website, eblasts and other media/platforms
- Make strategic pitches to media outlets in support of Bureau’s local, regional and national media relations efforts
- Work cross-departmentally with other RACVB interns and staff as necessary to assist with operations efforts at various organization and community events (examples include meetings and sports tournament activations, mural festival, Summer at Davis Park etc.)
- Assist as necessary with organizational clerical work (filing, handling marketing inquiries, covering the reception desk, etc.)
- Other duties as assigned

Basic Expectation, Skills and Abilities

- Strong time management skills
- Excellent customer service
- Strong administrative aptitude and organization skills
- Competent with Microsoft Office: Word, Excel, PowerPoint, Outlook
- Experience and/or comfort with content writing (press releases, website content, blogs, social media, etc.), photography and videography preferred
- Experience and/or comfort with media relations outreach preferred
- Flexible working hours; must be able to work some nights and weekends
- Attend project appointments, internal and external meetings and organizational orientations as necessary
• Ability and willingness to work events held indoors and outdoors (rain or shine)
• Ability and willingness to complete work assigned and meet all deadlines
• Must be comfortable working independently
• Communicate with department staff daily
• Work hours as agreed and give advance notice of any necessary scheduling changes
• Dress appropriately for a professional office environment
• Willingness to work in a fast paced, team environment
• Submit bi-weekly payroll forms
• May work up to 30 hours per week with some nights/weekends when necessary
• Those 21 years or older with a safe driving record will be needed to drive the RACVB vehicle
• Office Work – Light Exertion up to 20lbs. force occasionally and/up to 10lbs frequently
• During Events- Medium Exertion up to 60lbs force occasionally, and/or up to 30lbs frequently
• Possess good manual dexterity

To apply:
Applications and resume, with cover letter, must be submitted and received at the Rockford Area Convention and Visitors Bureau office by April 5, 2021. Please email to NPovalitis@GoRockford.com or mail to RACVB, Attn: Nick Povalitis, 102 N. Main Street, Rockford, IL 61101.