



**Note: Applications are currently being accepted for August 2020 - January 2021.**

**Position Title:** PR and Communications Intern

**Company:** Visit SLO CAL

**Location:** San Luis Obispo, CA

**Functional Area:** Public Relations, Marketing, Communications

**Employment Type:** Part-Time Temporary Employee

**Education Required:** Concurrently enrolled in college in San Luis Obispo County

**Compensation:** \$12 per hour

**Position Description:**

Visit SLO CAL (VSC) is looking for a motivated intern to assist the Visit SLO CAL marketing team. The PR and Communications Intern is responsible for assisting the organization in the implementation of its public relations plan and overall business development. This will include communications and research, among other operational duties. The qualified candidate possesses strong writing skills and substantial interest in public relations, marketing and/or tourism.

**Core Responsibilities:**

**1. Operations/Project Management**

- Manage and execute projects as assigned by the PR & Communications Manager
- Build out partner profiles in CRM with new information gathered
- Communicate appropriate issues up to management
- Assist the Visit SLO CAL team with the implementation of new projects and facilitate additional responsibilities as requested
- Assist in designing and finalizing swag items, event decor and gathering donations from local partners

**2. Research**

- Assist in gathering information from constituents for proactive media pitching and seasonal/holiday pieces
- Conduct competitive social and earned media audits
- Find partner profiles that need development and communicate with Partnership & Community Engagement Manager and Marketing Coordinator on the information needed
- Gather information on specific requests as they come in from local media, journalists and film scouts
- Other research projects as requested

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### 3. PR & Communications

- Organize and ship items to media and consumers
- Clipping and logging press coverage in CRM tool
- Tracking progress on key performance indicators
- Research media contacts for ongoing outreach
- Assist in the creation of itineraries for media visits and familiarization trips
- Write blogs, articles and other content as requested
- Review and edit SLOCAL.com with seasonal imagery, events, promotions, press releases and other content as needed

#### **Skills Required:**

- Concurrently pursuing a degree in journalism/public relations, marketing, tourism or related field
- Exceptional interpersonal communication
- Problem-solving skills and ability to propose and direct successful solutions
- Strong communication skills (oral and written)
- Professionalism when engaging with partners & stakeholders
- Proficiency in Microsoft Office Suite
- Ability to work independently and as part of a team

Visit SLOCAL, an equal opportunity employer offers an exciting opportunity for qualified, career-motivated professionals. We provide competitive compensation and the chance to work with talented people in a successful, fast-paced, and pleasant environment.

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