



Position Title: Marketing and Communications Intern

Company: Visit SLO CAL

Location: San Luis Obispo

Functional Area: Marketing, Communications, Public Relations

Employment Type: Part-Time/Full-Time

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

Compensation: \$12 per hour (contract)

Position Description:

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

Core Responsibilities:

1. Operations/Events

- Build out partner profiles with new information gathered
- Communicate appropriate issues up to management
- Assist in the production of events and trade show opportunities
- Assist leadership team with 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 seasonal/holiday pieces
- Find partner profiles that need development and communicate with Partnership & Community Engagement Manager and Marketing Coordinator on information needed
- Gather information on specific requests as they come in from local media, journalists and film scouts
- Other research projects as requested

3. Communications & Marketing

- Edit communications from team
- Assist in 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 and other content as needed

Skills Required:

- Concurrently pursuing degree in 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 SLO CAL, 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.

LIFE'S TOO
BEAUTIFUL
TO RUSH.

1334 Marsh St, San Luis Obispo, CA 93401
P: 805.541.8000 | SLOCAL.com