



Stevens Point Area Convention & Visitors Bureau

Sales & Marketing Coordinator Internship Position Description

Job Title: Sales & Marketing Coordinator

Location: Visitor Information Center, 1105 Main Street Suite A, Stevens Point

Office Hours: 9am-5pm, Monday-Friday & Saturdays, 9am-4pm. This position requires a minimum of 8 hours per week. Additional hours may be available. This position is in person.

Reports To: Marketing Manager and Director of Sales & Event Experience

Wage: \$14.00

Organization Summary:

The Stevens Point Area Convention & Visitors Bureau (SPACVB) welcomes part-time employment and internships on a seasonal basis. These temporary positions are paid with no benefits. This employee is a key part of our team and typically performs the same duties as entry-level employees. The SPACVB strives to make the experience mutually beneficial for both the SPACVB and the individual. Upon request and successful completion of employment, a letter of recommendation will be written by the Director of Sales & Event Experience and/or the Executive Director.

The SPACVB is responsible for promoting and marketing the Stevens Point Area/Portage County. We do this by working with travel writers, meeting planners, sports event planners, and group tour planners. We also aggressively market directly to consumers through websites, blog posts, social media, print collateral, print advertisements, banner advertisements, and our visitor center. We are a non-profit organization governed by 15 Board of Director members. The SPACVB employs four full-time staff including an Executive Director, a Marketing Manager, a Director of Sales & Event Experience, a Visitor Services Manager, and a part-time Community Engagement & Marketing Coordinator.

Essential Duties & Responsibilities: Include, but are not limited to, assisting the Director of Sales with marketing, sales, and event-related initiatives that promote the Stevens Point Area as a destination for meetings, conferences, sporting events, group tours, and leisure travel. This position also supports the Marketing Manager with a variety of marketing and communications efforts, including maintaining the community calendar of events, writing editorial copy for print and digital platforms, drafting press releases, maintaining photo and video libraries, managing clip files, and entering partner and public relations information into the Customer Relationship Management (CRM) and Content Management System (CMS).

Responsibilities may include creating marketing materials and promotional content; assisting with meeting and event planning; coordinating welcome bags and group amenities; maintaining sales and partner databases within the CRM; conducting industry

and market research; assisting with partner communications; updating sales collateral and presentations; supporting familiarization (FAM) tours and site visits; and providing administrative support for sales initiatives and special projects.

Administrative and clerical duties are also a key part of this position. Responsibilities include answering and routing phone calls and emails, assisting with meeting logistics, preparing mailings and fulfillment for group and event planners, organizing sales materials, maintaining digital files and records, collaborating with the marketing team on campaigns that support the organization's sales efforts, and assisting with Visitor Center operations as needed by greeting visitors and providing information about the Stevens Point Area. Other duties as assigned.

Education and/or Experience:

Ideal candidates should be **sophomore level or higher**, highly organized, detail-oriented, and possess excellent written, verbal, and interpersonal communication skills. Applicants should be comfortable working independently while collaborating as part of a team and demonstrate strong customer service and problem-solving abilities. A working knowledge of Microsoft Office software is required, and experience with Canva, Adobe Creative Suite, social media, or CRM systems is a plus, but not required.

Candidates with an interest in tourism, hospitality, event planning, destination marketing, communications, business, or sales are encouraged to apply. Knowledge of the Stevens Point Area and Portage County is beneficial but not required. This internship offers hands-on experience in destination marketing, hospitality sales, event planning, and relationship management within Wisconsin's tourism industry.

Physical Demands:

Successful employees may experience the following physical demands for an extended period:

- Viewing computer monitors
- Visually inspect and review graphic designs, written scripts, text, and photography
- Sitting at desk for long periods of time
- Carrying equipment/literature up to 40lbs. is required
- Standing

Qualifications:

- Able to work an occasional night or weekend
- Must be a "People Person" – feel comfortable talking to strangers
- Must be comfortable working alone and with little supervision
- Have a valid driver's license; access to a car is a plus

To apply for the position, [click here](#) to fill out the internship application form and attach your resume.