



Job Title: Marketing and Communications Intern (2023 Spring and Summer Semesters)

Pay Status: Non-Exempt, Part-Time Position

Position Summary: A paid student intern will work side-by-side with professionals in the marketing, communications, and tourism industries, expanding the student's knowledge, experience, and industry contacts. The purpose of this position is to promote and market St. Tammany Parish, Louisiana Northshore as a vibrant and welcoming tourism destination through public relations, digital marketing, social media, and content management. Additional responsibilities will be assigned depending on knowledge and experience.

Essential Duties:

- Assists in launch activities for the 2023 Louisiana Northshore rebrand
- Assists with quarterly content calendar management and writing
- Assists with scheduling social media posts and monitoring all social activity for Twitter, Facebook, Instagram, Pinterest, TikTok, and LinkedIn. Utilize CrowdRiff aggregator to display user generated content on LouisianaNorthshore.com
- Assists with bi-monthly board report presentations
- Assist with leads entry for visitor guide mailing
- Assists with blog writing and proofing for LouisianaNorthshore.com in accordance with the content plan
- Assists in development of Louisiana Northshore e-newsletters
- Assists all departments with editing including but not limited to presentations, bid proposals, letters, and PowerPoint presentations
- Assists all departments with research and project related tasks
- Assists with sales or marketing research as needed
- Assists with filing press clippings and editorial coverage
- Assists in development and dissemination of news releases and media advisories for local and national press
- Assumes additional responsibilities as assigned

Qualifications:

- Junior or Senior-level college student seeking a degree in marketing, advertising, public relations, communications, or related field
- Excellent writing and editing skills, including a strong command of punctuation, grammar, and vocabulary

- Working knowledge with Microsoft Office including Outlook, Word, Excel, and PowerPoint and Adobe products including Photoshop and Acrobat. Proficiency with Canva or other similar software
- Demonstrated knowledge of and understanding of social media platforms (e.g., Facebook, Twitter, Instagram, Pinterest, TikTok, LinkedIn, YouTube, etc.), their respective demographics and how to create engaging content for each
- Proactive work ethic
- Highly organized, detail-oriented, and communicative
- Ability to manage multiple projects in fast-paced, deadline-driven environment
- Exceptional time management skills
- Must have a driver's license and access to reliable transportation
- The position is an in-office position at 68099 LA-59, Mandeville, LA 70471 available during the hours of 8:30a-4:30p
- The Tourist Commission is flexible on which days of the week are worked based on the student's class schedule. However, a student intern must be able to work at least 15 hours a week. To properly assign projects, intern must be able to come in for at least three hours per day worked. Maximum number of hours per week is 25.

Application Instructions: Email resume and writing sample to Katie@louisiananorthshore.com.