

Fall 2025 Paid Internship Opportunity – Marketing & Content



Organization Summary: Visit York County (VYC) is the Destination Marketing Organization (DMO) responsible for developing an authentic, unified identity for York County, SC. Visit York County's mission is to raise the profile and boost the economy of York County, SC through tourism sales and marketing while also contributing to the quality of life for residents.

Position Summary: This internship will be from **August to December 2025**. This is a paid internship opportunity to gain hands-on experience in destination marketing, storytelling, and digital communications—all while helping showcase York County, SC as a premier destination for visitors and locals alike. This is an **in-person internship** based out of our Rock Hill, SC office. The ideal candidate will be creative, outgoing, organized, and passionate about the York County area.

Core Responsibilities:

- Assist in **creating written and visual content** for Visit York County's social media, website, blog, and email newsletters.
- Support social media efforts by:
 - Planning and scheduling content for platforms like Instagram, TikTok, and Facebook
 - Capturing and producing **at least one short-form video per week** (e.g., Reels, TikToks)
 - Engaging with users by responding to DMs, comments, and tagged posts
 - Monitoring trends and suggesting creative ways to grow our audience
 - Reviewing analytics to help optimize content strategy
- Help **edit and update website content** using our CMS
- Maintain and organize **digital assets** including photos, templates, and documents
- Assist in **reviewing event submissions** and updating VisitYorkCounty.com
- Provide **data entry support** in our CRM system (Simpleview)

Additional Opportunities:

- Collaborate with other departments (Sales, Events, Visitor Services) on campaigns and projects
- Participate in content capture at community events, festivals, or business openings
- Contribute new ideas to digital campaigns and seasonal promotions
- Other tasks as assigned by the Digital Communications Manager and Director of Marketing and Communications



Education:

- Must be a current college student or recent graduate studying Marketing, Communications, Journalism, Public Relations, Tourism, or related fields.
- Ability to fulfill college credit requirements if needed.

Experience & Skills:

- Familiarity with social media platforms (Instagram, Facebook, TikTok, LinkedIn)
- Strong writing and communication skills
- Basic photo/video skills; comfortable being out in the community capturing content
- Knowledge of Canva or similar design tools preferred
- CMS experience (WordPress, Squarespace, etc.) a plus
- Microsoft Office proficiency (Word, Excel, PowerPoint)
- Customer service or hospitality background is a bonus
- Must love York County and be excited to share its story

Internship Details

- 20 hours/week required
- Must be available to work in **minimum 4-hour blocks**, Monday through Friday (8:30 AM – 5:00 PM)
- Some **evenings and weekends required** for event content coverage
- Must reside in or near York County, SC and have **reliable transportation**

Physical & Work Environment

- This position requires general mobility and may involve lifting up to 35 lbs.
- Valid driver's license and proof of insurance required
- Work primarily takes place in an office setting, but occasional off-site work at local events and attractions will occur
- May involve outdoor work in varying weather conditions

Visit York County is an employer that offers equal opportunities.

We evaluate qualified candidates and do not discriminate against any employee or applicant on the basis of age, color, disability, gender, national origin, race, religion, sexual orientation, veteran status, or any classification protected by federal, state, or local law.