**VISIT LOUDOUN
Marketing Intern Position Profile**

**Position Information**

Visit Loudoun is the destination marketing organization (DMO) for Loudoun County and its incorporated towns. The organization is charged with developing and implementing a comprehensive destination marketing program designed to attract visitors to the region who in turn generate economic, employment taxes for the region. Visit Loudoun also works with the industry to implement a county-wide tourism destination development strategy.

The Marketing Intern will play a vital role in supporting Loudoun County’s tourism economy. Working on Visit Loudoun’s marketing team, the intern will gain exposure to many aspects of marketing and communications including digital and content marketing, media relations, industry relations and research and analytics.

**Key Responsibilities:**

* Work with Loudoun tourism partners (hotels, wineries, breweries, attractions, etc.) to review and update content on Visit Loudoun’s website and on Virginia Tourism Corporation’s (VTC) website
* Drive forward Visit Loudoun’s diversity and inclusion initiatives around accessibility by gathering information from partners and developing informative and engaging website content.
* Support other marketing projects and campaigns as needed.
* Note: This role will not involve creative design projects. Most work will be done in Visit Loudoun’s CRM database and CMS and interfacing with industry partners.

**Requirements:**

* Pursuing an undergraduate degree in marketing, communications, tourism, hospitality or a related field
* Basic computer knowledge
* Strong writing skills
* Excellent social and professional skills, comfortable speaking on the phone
* Good organizational skills to keep track of multiple projects
* High self-motivation
* Ability to meet deadlines
* Strict attention to detail
* An open-minded person, outgoing and personable
* Familiarity with Loudoun County is a plus but not required

This internship is part-time and is looking for someone to devote at least 16 hours a week. The position will start in mid-March and go until June with the possibility of extension. This position can be used for class credit or has the potential for a small stipend depending on the applicant’s prior experience. Scheduling is flexible and can be discussed with the team. Work can be done remotely and/or in our office depending on intern’s location and preference.

Interested applicants should submit a resume and cover letter to Diana Kelterborn at kelterborn@visitloudoun.org. The deadline for resume submission is February 26th.