

Communications Intern



Position Overview: We are seeking a dynamic and creative Communications Intern to join our team. This role offers a unique opportunity to gain hands-on experience in print and digital marketing within the tourism industry. The ideal candidate is a student or recent graduate with a passion for storytelling, a keen eye for detail, and the ability to manage multiple projects simultaneously.

Key Responsibilities:

- **Content Creation and Editing:**
 - Research, create, and edit professional travel and tourism material, including advertising/promotional copy, e-newsletters, blog posts, social media content, and website updates.
 - Write, design, and create marketing materials that resonate with our target audience.
 - Develop engaging content that effectively communicates our key messages and promotes our attractions and services.
- **Storytelling:**
 - Utilize storytelling techniques to craft compelling narratives that inspire and engage potential visitors.
 - Identify and highlight key messages in all communications.
- **Project Management:**
 - Manage multiple projects simultaneously with strong attention to detail.
 - Demonstrate a disciplined, self-starter attitude, completing assignments independently and on time.
- **Interpersonal Skills:**
 - Quickly establish rapport and build productive relationships with team members and stakeholders.
 - Exhibit excellent interpersonal and facilitation skills.
- **Social Media:**
 - Create and curate social media content, understanding and applying best practices to enhance our online presence.
 - Stay updated with social media trends and strategies.
- **Support Roles:**
 - Assist tourism teams on select communication projects that reach a broad audience.
 - Support writing and editing reports, as well as other tourism-related projects.

Qualifications:

- Currently enrolled in or recently graduated from a relevant degree program (e.g., Communications, Marketing, Journalism, Public Relations, and Tourism).
- Strong writing, editing, and design skills.
- Proven ability to create engaging written and visual content.
- Social media savvy with a general understanding of best practices.
- Excellent organizational and time management skills.
- Ability to work independently and collaboratively within a team.
- Passion for tourism and promoting local attractions.
- Current computer literacy including Microsoft Office Products and Adobe Creative Suite

What We Offer:

- Hands-on experience in a dynamic and supportive work environment.
- Opportunities to develop a diverse skill set in print and digital marketing.
- Mentorship and guidance from experienced professionals in the tourism industry.
- This would be for 2024 fall semester. Possibilities for a second term will be considered at a later date.
- Pay \$14.00-\$16.00 per hour based on experience.
- 10-15 hours per week.

How to Apply: Please submit your resume, a cover letter detailing your interest and relevant experience, and two original writing samples of your work to sue@chippewachamber.org by August 18, 2024. Join us in promoting the beauty and attractions of Chippewa County and gaining invaluable experience in the field of tourism marketing!