

DRIVE Outdoor Program Intern

Richmond, Virginia

The Virginia Tourism Corporation (VTC) is seeking an intern for the Partnership Marketing Division to support the Director of Operations & Industry Initiatives from October 3, 2022 – March 3, 2023.

Responsibilities

- Provide competitive analysis for 10 participating Virginia communities in the DRIVE Outdoor grant program
- Analysis will include, but not limited to, the study of competition visitor demographics, brand, target audiences and feeder markets, budget/funding sources, marketing campaigns, outdoor initiatives, and entrepreneurial development programs
- Identify areas or opportunities for outdoor linked strategic development or growth for DRIVE Outdoor communities
- Provide support at DRIVE Outdoor in-person/virtual community meetings
- Report ongoing findings to Director of Operations & Industry Initiatives virtually (Zoom or Microsoft Teams) or in person at VTC Offices (901 E. Cary St. Richmond, VA 23219)

Skills

- Experience with research techniques and procedures
- Ability to work effectively with minor oversight or supervision
- Demonstrated skills in the use of Microsoft Excel, Word, PowerPoint, and Outlook
- Excellent written and verbal communication, presentation, and interpersonal skills
- Ability to effectively work remotely and provide timely updates as needed
- Day/overnight travel within Virginia may be required for this position

Education

- Presently pursuing undergraduate or graduate degree in Tourism, Marketing, or Business

Being authorized to work in the U.S. is a precondition of employment. VEDP uses the E-Verify system and does not provide sponsorship.

All candidates must apply through our website <https://www.vatc.org/administration/employment/>. A valid driver's license is required. Salary: \$13.00/hr. undergraduate, \$15.00/hr. graduate. Application deadline: August 31, 2022.

VEDP is an Equal Opportunity Employer. All applicants are considered for employment without regard to race, sex, color, national origin, religion, sexual orientation, gender identity or expression, age, veteran status, political affiliation, genetics, or against otherwise qualified individuals with disabilities. It is VEDP's intent that its employment and personnel policies and practices conform to all applicable federal, state, and local laws and regulations regarding non-discrimination and affirmative action. Applicants requiring more information or requiring assistance may contact VEDP Human Resources at 1-804-545-5634 or vedphr@VEDP.org. TDD 1-800-828-1120.