

Communications Intern
(Part-time)
Richmond, VA

Virginia Tourism Corporation is charged with promoting the Commonwealth as a premier travel destination by showcasing all there is to love in a Virginia vacation.

The Virginia Tourism Corporation (VTC) is seeking a Communications Intern for the summer to provide key support and assistance to the Communications department in planning and implementing a high impact earned media strategy to achieve VTC's overall marketing goals and objectives.

Responsibilities:

- Provide research and information for media outreach and pitches
- Assist with responding to media inquiries and image fulfillment requests
- Track media interactions and earned media placements into VTC PR's database
- Build and update media lists, including bloggers and traditional media
- Build and update tourism industry lists with PR/marketing contacts
- Write and/or edit PR materials as needed, including but not limited to talking points, accolades, press releases, media profile sheets, etc.
- Assistance to the Content Marketing Team on various projects
- Other duties, as needed

Knowledge and Skills Required:

- Strong attention to detail and pride in executing quality work
- Excellent planning, organization, and communication skills
- Proficiency in Microsoft Office, Google Drive products required
- Experience with or ability to learn usage of media database management tools such as Cision or Muck Rack preferred
- Strong collaborator, working well in a team environment while also able to function as an individual contributor with self-direction and accountability
- Strong time management skills, deadline-oriented and efficient
- Knowledge of Virginia's tourism destinations and products preferred

This individual has a high degree of intellectual curiosity and is a self-starter with the ability to learn new topics and concepts quickly. Pursuit of a bachelor's degree in Communications, Public Relations, Marketing, or related field is preferred.

This position is located in our Richmond office and will be up to a 40 hour per week commitment (flexible).

All candidates must apply through our website <https://www.vtc.org/about/employment/>. A cover letter is required. A valid driver's license is required. Salary: Undergrad students \$13/hr.; Graduate students \$15/hr. Application deadline: March 31, 2023.

EOE