INTERN – DOMESTIC SALES & MARKETING
Richmond, Virginia

Company Summary
The Virginia Tourism Corporation (VTC) is an independent state agency, which supports, maintains, and expands the Commonwealth’s domestic and international tourism footprint in order to drive economic and employment growth across Virginia.

Position Summary
We are looking for an Intern to join VTC’s Domestic Sales & Marketing department during the summer of 2024 for a 10-week period. This energetic, self-starting individual has a high degree of intellectual curiosity with the ability to learn new topics and concepts and will be providing assistance in marketing to Group Tour, Sports & Meetings planners and will assist with a variety of tourism and marketing related projects.

Duties:
- Provide assistance with web content, to include updating imagery, written content and assist with SEO optimization
- Write blogs and assist with newsletters and email marketing
- Assist in trade show and client event planning
- Assist on various projects
- Other duties, as needed

Knowledge and Skills Required:
- Interest in tourism, event planning, and marketing
- Excellent planning, organizational, and communications skills
- Strong attention to detail and pride in executing quality work
- Strong time management skills, deadline-oriented and efficient
- Proficiency in Microsoft Office and Google Drive preferred

Qualifications Preferred:
Pursuit of a bachelor’s or graduate degree in marketing, tourism, communications, digital management, or related field is preferred.

This position will be part-time, in person - working a minimum of 24 hours per week (3 days – Monday, Tuesday, and Wednesday) in our Richmond office.

All candidates must apply through our website https://www.vatc.org/about/employment/. Salary: Undergrad Students - $15 per hour, Graduate Students - $17 per hour. Application deadline: February 9, 2024.

VTC 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 VTC’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 VTC Human Resources at 1-804-545-5634 or vedphr@VTC.org. TDD 1-800-828-1120.