



Marketing Intern

Accepting Summer and Fall Internship Applications!

Summer deadline: April 12, 2024

VisitErie's Marketing Intern will gain hands-on experience in the tourism and hospitality industry, assisting the Marketing Department with a variety of projects aimed at reaching potential visitors in target markets to generate travel to Erie County, Pennsylvania.

DUTIES & RESPONSIBILITIES

- Assist in the execution of VisitErie's annual marketing plan, with the primary goal to increase hotel occupancy and area visitation.
- Create and schedule content for VisitErie's social media platforms based on approved areas of focus and at the direction of marketing staff.
- Coordinate with staff to contribute to an organizational content calendar.
- Create basic graphics for use on social media and in other promotions as assigned.
- Update the VisitErie.com events calendar and similar online calendars with festivals and events.
- Track and analyze metrics related to social media content performance using company software.

INTERNSHIP DETAILS

- Flexible scheduling is done based on student's school hours, but must be able to complete desired hours between Monday and Friday, 8:30 a.m. - 5:00 p.m. at the VisitErie office.
- This is an unpaid internship, but credit will be granted based on campus requirements

Apply online at [VisitErie.com/internships](https://www.visiterie.com/internships)

Questions? Contact Emily Biddle, Director of Marketing and Research

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