

Job Title: **Tourism Marketing Internship – Winter Program**

Industry: Travel/Tourism

Employer: Valley Forge Tourism and Convention Board in consultation with Valley Forge National Historical Park

Department: Visitor Services

Reports to: Visitor Services Liaison (with guidance from: VP of Sales and VP of Marketing)

FLSA Status: Non-Exempt

**Term: January 2017-March, with potential to extend into the Spring Semester**

**9am-5pm, 24 hours a week, Thursday, Friday & Saturday, flexible schedule as needed**

Location: King of Prussia, PA

Job Type: Paid internship by the Valley Forge Tourism and Convention Board

**Job Description**

The Valley Forge Tourism and Convention Board(VFTCB) and Valley Forge National Historical Park (VFNHP) seeks a diligent, self-motivated, and outgoing intern to assist in promoting a key unit of the National Park Service, Valley Forge National Historical Park, to the general public. This intern will further work with the VFTCB in bolstering the overall travel/tourism industry in Montgomery County, PA. This position is located in the Visitor Center at Valley Forge National Historical Park, *a minimum of three days a week*; and at the Valley Forge Tourism Board Office in King of Prussia. The Tourism Marketing Intern reports to the Visitor Services Liaison with guidance from both the Vice President of Sales and the Vice President of Marketing.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

* Assist with the daily operations at the VFNHP Visitor Center including scheduling of volunteer staff.
* Serve all visitors to VFNHP by providing outstanding customer service, in-depth interpretive VFNHP program information, and referrals to TCB members (hotels, restaurants, attractions, etc.)
* Maintain, track, and order all publications pertaining to the VFTCB brochure rack at the VFNHP Visitor Center.
* Effectively communicate information between the Visitor Service Liaison and Visitor Center staff.
* Keep up-to-date and communicate to volunteers all partnership happenings to sustain the visitor center desk as the “nerve center” for the flow of information between the partnership and the public.
* Assist with managing incoming group tours (greeting, tracking, etc.)
* Assist with the tracking of statistical information recorded for the use of the partnership.
* Ensures all inquiries received including mail, walk in, and telephone receive prompt and courteous responses.
* Developing written and electronic marketing collateral, draft preparation and revision, content approval, production, distribution and follow-up (tracking media clips) for both the VFTCB and VFNHP.
* Strengthening and expanding the collaboration among VFNHP, VFTCB and third-party professionals such as ad agencies, news syndicates, guest bloggers and marketing consultants.
* Supporting the web presence of both VFNHP and VFTCB through the supply of engaging, informative and appropriate marketing content on social media outlets that include Facebook, Twitter, Instagram, Pinterest,

**Minimum education:** Currently enrolled in an undergraduate or graduate degree seeking program such as Hospitality, Marketing, Communications, Journalism or Public Relations, having completed 15 credits within their major. Must be in good academic standing and maintain a GPA of 2.5 or higher.

**Qualifications:** To perform this job successfully, the employee must be able to perform each essential duty satisfactorily. The requirements listed below are representative of knowledge, skill and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Project Assignment:**

* Support and Administer VFTCB Marketing Survey via Survey Monkey to VFNHP visitors
* Assist with creation and implementation of improved Patriot Trail Brand Marketing Strategy.
* Assist with creation and implementation of a sales and marketing strategy involving The Encampment Store and their tours to use with the Museum of the American Revolution.
* Develop and manage a proactive event marketing plan and promotion plan for major, pre-identified events at Valley Forge for the 2017 calendar year. Includes the scheduling, drafting and deploying of timely messaging to promote, inform and garner external publicity and awareness of major 2017 events.
* Collaborate with the National Park Service Visual Information Specialist on a variety of public-facing marketing and promotional products for 2017 in the areas of social media, photography, graphic design, and digital video.

**Skills:**

* Excellent written and verbal skills.
* Experience in MS Office Suite and on a variety of social media platforms.
* Proficient in Adobe Creative Suite is preferred.
* Some base knowledge of the history of VFNHP and Montgomery County in general is preferred; appreciation of the area as attractive for its history, accommodations, dining, nightlife, outdoor recreation, cultural and shopping opportunities.
* Excellent interpersonal abilities.
* Ability to work in a collaborative environment.
* Ability to market established entities creatively and in fresh new ways.
* Attention to detail and comfortable with a fast-paced workplace.
* Knowledge of database management, Microsoft Office Suite, mass mailing and e-mailing, mail merge of word processing and Internet research.
* Ability to calculate figures and draw reasonable conclusions from those figures. Must be able to accurately maintain counts of collateral material inventory.

**LANGUAGE SKILLS:** Ability to present routine written reports and correspondence; converse with a diverse group of people and staff at various levels. The ability to effectively present information and respond to questions from supervisor, peers, tourists and the general public.

**REASONING ABILITY:** Ability to define problems, collect data, distribute information to appropriate parties, establish facts and draw reasonable conclusions. Ability to understand and interpret VFTCB and VFNHP policy as it relates to the visitor information desk and the VFTCB partnership with the National Park Service is a crucial part of this position.

**PHYSICAL DEMANDS**: While performing the duties of this job, the employee is frequently required to stand, walk, sit, talk and hear. Employee will have to be able to lift up to forty pounds.

**Benefits:**

• Work schedule is to be determined upon selection of the candidate.

• Work space will be provided at both VFNHP and VFTCB.

• Intern is expected to adhere to internal policies of both VFNHP and VFTCB.

• Attire is business casual. Both sites have smoke-free work spaces.

• Paid position at $10.00/hour.

**Application Process**

* Email résumés to Jake Markezin, Director of Administration for the Valley Forge Tourism and Convention Board: markezin@valleyforge.org
* Applications will be taken until December 5, 2016.
* The selected applicant will report on January 20, 2017.