MARKETING INTERNSHIP

Website:  http://www.flyhia.com/careers/marketing_intern

WHEN:  Spring 2012 and Summer 2012 (1 internship each semester)
WHERE:  HIA Administrative Offices
HOURS:  15-20 hours per week, flexible to accommodate class schedule of student intern (Occasional weekend hours may be required should a project require it)

RESPONSIBILITIES:

Marketing:
• Market Research
• Surveying Customers
• Tabulating Data & Reporting
• Direct Mail
• Assistance at Press Conferences & Events
• Copywriting
• Update CRM Database
• Events Research for Around Town on Web
• Data Entry & Report Building
• Inventory
• Assistance with Social Media Platform Execution (as needed)
• Graphic Design (as needed)

Customer Communications:
• Customer Follow-Up
• Executing CRM

Additional:
• Internship course of study can be tailored to student’s interest in the marketing, advertising, public relations and communications disciplines.

REPORTING:  This position would report directly to the Marketing Manager and would be expected to prepare a weekly status report for weekly meetings.  This report would consist of an update from each channel assisted with the status and follow-up results from each.  Also expected is a maintenance report of time spent on all activities.

QUALIFICATIONS:  The ideal candidate would be available 15-20 hours a week, would be out-going, friendly, able to work with diverse groups of people, detail-oriented, in addition to being proficient in Microsoft Office, Internet usage, and familiarity with Adobe desktop publishing software.

Preferably junior or senior, though exceptional sophomores with acceptable schedules will be considered.  This internship is open to college students only.

MAJOR:  A marketing, communications, travel/tourism, hotel management, or hospitality-oriented course of study is preferred.

COMPENSATION:  This is strictly a volunteer, for-credit internship.

CONTACT:  Send cover letter and resume to Stephanie Gehman, Marketing Manager, at info@saraa.org