



Position Title: Internship – Sales, Marketing & Events

The overall purpose of this position is to provide hands-on training to student interns in the business fields of sales, marketing and events. The basic functions and major activities which must be performed to carry out the purpose of the position, include:

- Research industry partner websites and social media pages for marketing content appropriate for Visit Canton's social media channels, blogs, website and calendar of event
- Assist with reviewing industry partner venue listings and calendar of event content
- Assist with setting-up Visit Canton displays and represent Visit Canton at select special events
- Assist with fulfilling and delivering event requests for visitor info displays, gifts and bags
- Assist with data entry and lead fulfillment from tradeshow, special events, and visitor inquiries
- Assist with updates to sales databases, scheduling sales calls and participating in sales calls with meeting and event planners

Qualifications required to perform the duties of this position, include:

- High School Diploma or Equivalent
- Underclassman pursuing B.A. degree in marketing, communications, public relations, business management, sports management, hospitality or other related fields
- Proficient in Microsoft Office and basic computer skills
- Customer service oriented with excellent written and verbal communication

Work Environment, Physical Requirements and Additional Information:

- Work environments will include; office environment with long periods of time sitting, as well as indoor and outdoor event environments with long periods of time standing
- Duties include event set-up and tear-down at special events and require an ability to lift up to 25 pounds
- Some regional travel required for special events
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions

Schedule and Compensation:

- 10 Hours per week around the intern's schedule during academic year
- Availability for weekends and evenings during special events
- \$8.10/Hour and mileage compensation for use of personal vehicle in travel to/from special events

Organization Overview:

The Stark County Convention & Visitors' Bureau, d.b.a. Visit Canton, is funded by a lodging tax administered through the Stark County Commissioners. The organization's mission is to promote travel to Stark County. Visit Canton facilitates operations that support a travel and tourism industry in Stark County that generates \$1.7 billion dollars in sales. For more information visit www.VisitCanton.com.

Submit resumes for consideration to: Rosie Kurtz rosiek@visitcanton.com