**EAU CLAIRE AREA CONVENTION & VISITORS BUREAU (VISIT EAU CLAIRE)**

**EMPLOYEE OF TEMPORARY EMPLOYMENT AGENCY ASSIGNED TO VEC**

JOB TITLE: Marketing & Promotions Intern

JOB TYPE: Part-Time Temporary Position

HOURS: 10 Hours/week

SCHEDULE: Varies

PAY: Payroll employee of temporary employment agency

REPORTS TO: Director of Marketing

COLLABORATES WITH: Director of Marketing and Marketing Manager under the direction of the Executive Director

**Website**

* Manage and maintain Altoona tourism website
  + Interview and gather stories focused on River Prairie, Hobbs Arena, special events and downtown businesses.
  + Write and edit Altoona tourism content.
  + Collaborate with graphic designers to develop collateral for events, digital marketing, partnership advertisements and more.
  + Develop blogs showcasing all the reasons to visit the Altoona area.
  + Add hyperlinks and use other search engine optimization techniques on landing pages to increase website traffic.
  + Collaborate with Marketing Manager to determine keywords and events for Search Engine Marketing campaigns.
  + Update and input all Altoona partner listings including web content and photos.
  + Generate story ideas to pitch to travel writers and media.
  + Gather and track marketing analytics to put into monthly dashboard reports.
  + Showcase River Prairie through photography and other visual mediums.

**Social Media**

* Manage and maintain social media outlets including but not limited to Altoona Tourism Facebook, Twitter and Instagram accounts.
* Manage and maintain social media outlets including but not limited to River Prairie Facebook, Twitter and Instagram accounts to promote Prairie Event Center, River Prairie Park, River Prairie special events and businesses.
  + Create, maintain, and implement Altoona and River Prairie editorial calendars marketing specific promotions and contents to encourage connections and engagement.

**E-News**

* Create and send monthly Altoona themed e-newsletter campaigns.
* Monitor and maintain the Altoona tourism email marketing lists.

**Under the direction of the Director of Marketing**

* + Ensure service-oriented greetings and follow through with individuals calling, emailing, walk-ins, or inquiring online for information about destination
  + Utilize CRM to record visitor inquiries
  + Ensure daily coverage of live chat from VEC website
  + Respond to and engage with all social media inquiries

**JOB REQUIREMENTS:**

* A personal commitment to excellence, professionalism and creativity
* Ability to respond to questions from executive management, clients, customer and the general public.
* Must be able to lift 60 pounds. Must have own dependable transportation.
* Professional attire required at any time the Convention & Visitors Bureau is being represented, except by special permission from the Executive Director. (Eau Claire Crew attire will be provided by Visit Eau Claire).
* This job occasionally requires evening, weekend, and holiday work.