Public Relations Internship Opportunity

# Details

**Position title:** PR Communications Intern

**Companies:** Valley Forge Tourism & Convention Board

**Industry:** Travel/Tourism

**Job Function:** Communications

**Location:** King of Prussia, PA

**Posted:** Wednesday, March 30, 2016

**Organizational setting:** Nonprofit Tourism Bureau

**Job type:** Paid internship (five-hours per day; four days per week [20 hrs total])

**Job duration:** May–September 2016; possible extension to fall 2016

**Minimum education:** Currently in year three of a four-year undergraduate degree in Communications, Public Relations, English, History, Hospitality, Travel/Tourism

# Job Description

## Responsibilities

The Valley Forge Tourism & Board (VFTCB) seeks a diligent, talented, eager, self-motivated and outgoing intern to assist in promoting a key location to the general public through management of media relations. This intern will bolster the public relations efforts associated with the overall travel/tourism industry in Montgomery County, Pa.

The ideal candidate will assist as directed in:

* Developing written and electronic marketing collateral, including the interview process, research, fact-checking, draft preparation and revision, content approval, production, distribution and follow-up (tracking media clips)
* Maintaining a database of media contacts and establishing close relationships with media members for pitching purposes
* Creating a PR editorial calendar, revising it continually as priorities shift and ensuring that it meets the overall marketing goals of the VFTCB on an ongoing basis
* Monitoring media placements and tracking same for reporting purposes
* Collaborating on story ideas as they relate to over-arching promotions and campaigns

## Benefits

* This is a paid internship with an hourly rate of $10. The intern is expected to supply a 20-hour workweek, ideally at four five-hour days
* Work space will be provided, as needed, at the VFTCB office in King of Prussia, Pa.
* All technology will be supplied. Intern is expected to adhere to internal policies of the VFTCB for responsible use
* Employees enjoy an upscale business casual dress year-round (no sneakers, jeans or collarless shirts or blouses). The VFTCB office is smoke-free.

# Job Requirements

## Qualifications

### Education

* Currently in year three (Junior or Senior or above) in pursuit of a four-year undergraduate degree in Marketing, Marketing/Communications, Public Relations, English, History, Hospitality Industry, Travel/Tourism Industry
* Verifiably eligible — according to College/University policies — to participate in internship program, including accumulation of the proper number of credits and the maintenance of good standing within the academic organization, possessing the qualifying GPA any other accreditation necessary to participate in an approved intern program

### Skills

* Excellent written and verbal abilities
* Extensive exposure to MS Office Suite, as well as social media outlets
* Some base knowledge of the history of Montgomery County in general; appreciation of the area as attractive for its history, accommodations, dining, nightlife, outdoor recreation, family fun, cultural and shopping opportunities
* Excellent interpersonal abilities
* Creativity: Ability to generate public relations collateral in fresh and new ways
* Photography
* Natural sense of curiosity; eagerness to learn; fondness for history
* Attention to detail
* Ability to work in a collaborative environment
* Comfort with a fast-paced workplace
* Schedule flexibility: Ability to attend events on occasional evenings or weekends

### Application Process

* Email résumés and cover letters to Jake Markezin, Director of Administration, VFTCB: [markezin@valleyforge.org](mailto:markezin@valleyforge.org); please no calls

Thank you in advance for your interest.