



JOB TITLE: STUDENT INTERN (PAID)

SALARY: \$14.25/Hour

OPENING DATE: March 1,2018

CLOSING DATE: March 30,2018

WORK HOURS: 8:00 a.m. – 5:00 p.m. (Estimate of 20 hours per week)

PROGRAM TIMEFRAME: Late May - August 2018

JOB SUMMARY:

Visit San Antonio (VSA) will be recruiting for various Summer Intern positions. Under general supervision, interns may be assigned to various divisions of VSA and will be assisting the Tourism, Sales, Destination Services, Partner Relations, Marketing & Communication, and Administrative Divisions of VSA with general administrative and/or research functions for the purpose of developing a working knowledge of the Hospitality Industry. Job duties may range depending on division. Exercises no supervision.

Visit San Antonio is charged with promoting and marketing San Antonio as a premier convention and meetings destination and a domestic and international visitor destination, for the purpose of positively affecting the City's economy. Visit San Antonio employs a variety of strategies that include convention and group sales efforts, as well as a leisure marketing campaign that includes various media, digital strategies, communications, and tourism efforts. Visit San Antonio is the key economic driver that supports San Antonio's \$13.6 billion visitor industry and 29 million plus annual visitors.

ESSENTIAL JOB FUNCTIONS:

TOURISM:

- Assists with client communication on the destination
- Assists in coordination and execution of specific events & projects
- Assists with preparing presentations (PowerPoint slide shows)
- Conducts research for reports (both internal and external information)
- Assists with special projects as assigned

DESTINATION SERVICES:

- Works closely with Destination Services Manager on Group Resume preparation (helps partners to understand all the dynamics of a meeting)
- Assists in Site Visit Itinerary preparation and participates in site visit as needed.
- Researches local artisans for amenity/gift ideas
- Conducts report research using the database system
- Assists in cleansing the database through direct calls or email
- Tracks group historical information from Visit San Antonio database
- Assists with special projects as assigned

COMMUNICATIONS:

- Writes and edit media releases, advertorials, external newsletter and other materials as assigned
- Proactively participates in social-media initiatives
- Prepares media kits for local and out-of-market initiatives
- Complement staff efforts to produce, manage and execute media itineraries
- Follows-up on media requests by providing response to queries
- Conducts research to complement staff efforts on writing projects
- Assists with special projects as assigned

MARKETING:

- Participates in planning of initiatives
- Assists with implementation of marketing actions
- Assists with preparing presentations (PowerPoint slide shows)
- Learns about analysis and insights from marketing results
- Assists with reviewing and updating of website content
- Assists with special projects as assigned

CONVENTION SALES:

- Learns about area of career interest by observing and assisting professionals in the assigned department where work will be performed
- Assists in the coordination, administration and/or monitoring of specific events
- Verifies vendor data in EBMS
- Assist with site inspections
- Assists in gathering room commitments from hotels
- Assists managing sales data through direct calls
- Prequalifies group leads that come through website
- Assists on sales calls
- Assists in hosting clients, including itinerary planning and coordination with industry partners
- Assists with special projects as assigned

PARTNER RELATIONS:

- Assist with the programming and logistics for the Certified Tourism Ambassadors (CTA) Program
- Assist with the programming and logistics for Visit San Antonio – U (New Partner Orientation)
- Assist with partner outreach efforts for Visit San Antonio projects and initiatives
- Conducts research to complement staff efforts on writing projects and community presentations
- Assists with special projects as assigned
- Performs related duties and fulfill responsibilities as required

ADMINISTRATION:

- Assist with various administrative programs and special projects
- May assist with information technology technical support and organizational infrastructure

- May assist with human resources administration, special projects, training and development, etc
- May assist with surveys, and/or other research based data collection and administration
- May assist with fiscal support and special projects
- Assists with special projects as assigned

JOB REQUIREMENTS:

- Graduation from high school or a General Education Development (GED) Certificate.
- Must be enrolled in U. S. Department of Education accredited undergraduate degree program.

PREFERRED QUALIFICATIONS

- Excellent organizational skills
- Excellent communication skills (written and verbal)
- Basic project management skills
- Letter of recommendation is preferred from a university or college currently attending.

APPLICANT INFORMATION:

- If selected for this position, official transcripts, diplomas, certifications and licenses may be required at the time of processing. Unofficial transcripts and copies of other relevant documents may be attached to the application for consideration in advance.
- Please be advised that if selected for this position, information regarding employment history as it relates to the qualifications of the position will be needed for employment verification. Applicants claiming military service to meet the experience requirement for this position may attach a DD214 to the application.
- Applicants selected for employment with Visit San Antonio in this position may be required to participate in pre-employment drug testing and/or background checks.

KNOWLEDGE SKILLS AND ABILITIES:

- Knowledge of hospitality industry
- Knowledge of consultative approach to client management.
- Knowledge of advertising, marketing and promotional strategies and objectives.
- Knowledge of all aspects of government, the community, attractions, hotels, civic organizations, art groups, etc
- Strong industry and competitive research skills
- Knowledge of convention sales and marketing procedures, methods and techniques
- Knowledge of city hotels, meeting facilities and other venues for specific events
- Knowledge of laws and guidelines that apply to the convention sales industry
- Knowledge of effective telemarketing techniques and procedures
- Self-motivation and ability to work with minimal supervision
- Knowledge of statistical analysis
- Skill in utilizing a personal computer and associated software programs
- Effective problem solving ability.
- Ability to communicate clearly and effectively, both verbally and in writing
- Ability to create clear and concise reports
- Ability to learn pertinent Federal, State, and local laws and ordinances

- Ability to establish and maintain effective working relationships with staff and the general public

PHYSICAL REQUIREMENTS:

Physical requirements include occasional lifting/carrying of 5 pounds; visual acuity, speech and hearing; hand and eye coordination and manual dexterity necessary to operate a computer keyboard and basic office equipment. Subject to sitting, standing, reaching, walking, twisting, and kneeling to perform the essential functions. Working conditions are primarily inside an office environment.

To apply for this position, please send your application, resume, and cover letter to jobs@visitsanantonio.com