



MARKETING INTERNSHIP OPPORTUNITY

Seeking students interested in marketing concepts.

Visit Lake Norman is a non-profit organization dedicated to positively impacting our local and regional economies through tourism. We are committed to generating economic benefits for our towns of Cornelius, Davidson and Huntersville by bringing national and regional events to the area and by marketing our destination to the broadest base of potential visitors possible. Visit Lake Norman is the destination marketing leader of the Lake Norman region, representing all communities through the promotion and development of our resources for the maximum economic benefit of our towns, businesses and residents.

This is an unpaid internship position with tremendous networking exposure. Visit Lake Norman will be working closely with regional partners, events-rights holders, local venues and facilities, and attractions to promote the Lake Norman region as a visitor destination.

The Marketing Intern assists the Marketing Coordinator with:

- Operations, promotions, reports, activities, and event marketing and sales associated with strategic goals and initiatives
- Special events, sports/group services, and community outreach functions for Visit Lake Norman initiatives
- Works independently, performs clerical duties and administrative tasks related to assignments.

Visit Lake Norman provides experience and exposure in public relations, marketing/sales, event planning, working with Lake Norman area attractions, hotels, restaurants, and businesses related with the travel and tourism industry. Visit Lake Norman recruits regional and national sporting events. The work experience is tailored to the intern's career interest and focuses on portfolio and skill building. Successful interns will finish with great references and career/job experience.

- Seeking currently enrolled students in good academic standing or recent graduates.
- Good organizational skills.
- Strong oral and written communication skills.
- Must be proficient in Microsoft Word and PowerPoint; other office suite software, Adobe Illustrator, Adobe InDesign is a plus.
- Knowledge of the Lake Norman area preferred.

This position will assist the Visit Lake Norman staff with promotional ideas, research, public relations, and other event coordination for the Lake Norman area. May also be required to serve as a Visitor Center representative as needed to greet and welcome the public when they visit the Visitor Center for information.

Other details:

- Minimum of 15 hours per week, 40 hours per week preferred.
- Flexible scheduling typically (between 9am and 5pm Monday - Friday, with weekend and evening work).
- Parking provided.

For more information about us, visit www.VisitLakeNorman.org. To apply, send your statement of interest and resume to:

Visit Lake Norman • Attention: Marketing Internship
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Cornelius, North Carolina 28031
704-987-3300 (phone)
Cyndi Bartley - Email: bartley@lakenorman.org