



JOB DESCRIPTION

JOB TITLE: Student Intern – Marketing and Communications
DEPARTMENT: Marketing
REPORTS TO: Autumn Leach, Marketing Communications Manager

SUMMARY: Provide project assistance and input for creative marketing strategies and communication campaigns to the Visit Jacksonville team.

GOAL: To build the talent pipeline for our local economy by connecting young adults with education and employment career pathways that prepare them to meet the skill demands of employers while teaching them the skills for workforce success.

DUTIES & RESPONSIBILITIES:

- Contribute ideas and support for creative marketing strategies and communications campaigns.
- Collaborate with staff on new ideas, tools and directions for marketing and communications.
- Support marketing initiatives related to programming and events, both independently and as part of a team.
- Research and identify influencers, content creators and media outlets aligned with Visit Jacksonville's brand.
- Assist with writing copy for marketing materials, VisitJacksonville.com and social media platforms.
- Support content creation efforts, including organizing assets and assisting with short-form video and social content.
- Help track performance of marketing campaigns and social media content.
- Assist with updating media lists, databases and digital asset organization.
- Additional marketing projects as needed.

QUALIFICATIONS:

- Working toward a college degree (junior level and up), preferably in a related field (e.g., marketing, communications, advertising or public relations).
- Must earn credit towards a college degree for completing the internship.
- Understanding of the basic principles of public relations and/or marketing.
- Must be computer literate with a working knowledge of Sharepoint, Outlook, Word, PowerPoint and Excel.
- Knowledge of HTML and/or website content management, including SEO.
- Possess excellent written and oral communication and interpersonal skills.
- Genuine enthusiasm for creating compelling marketing materials.
- Self-starter, good time management, creative, with ability to communicate in a professional manner.
- Commitment to the continuous improvement of service quality and the organization's vision and mission.

START DATE: Summer semester: May; Fall semester: Late August; Spring semester: January

LOCATION: 100 N. Laura Street, Jacksonville

HOURS: 5-12 hours/week.

COMPENSATION: Unpaid; Visit Jacksonville will reimburse parking.

TO APPLY: Please send cover letter, resume and writing sample to marketing@visitjacksonville.com.