

Tourism Division - Web/Social Marketing

- Researches, develops and implements social marketing strategies to increase awareness for the city to locals and visitors through various sites such as Facebook, Instagram, Pinterest & more.
- Analyses and calculates past social marketing campaigns and creates master calendar of suggestions for future promotions.
- Assists in making updates to various Web sites using administration management software.
- Researches new internet platforms/links to increase visibility for the city.
- Creates monthly blog postings.
- Participates in tourism activities and meetings as needed.

Tourism Division - Group Marketing & Communications

- Learns mission and importance of tourism within a city and helps develop ideas that could interest a visitor and/or group into visiting.
- Coordinates and attends (schedule permitting) sales missions and familiarization tours.
- Assists with database updates for group/corporate/industry contacts.
- Develops press releases/blog postings for group marketing.
- Staff booths at festivals and events as needed.
- Spends time at our Visitor Center and may attend business meetings.
- Assists with convention services coordination for groups coming into Newport News.

Open for application to individuals with at least 2 yrs. of related college credits or a high school senior in a marketing/communication mentorship program where student receives a grade and/or class credit for internship. These are unpaid internship(s). Requires an acceptable background check. Other requirements may apply.