

# YOUR INTERNSHIP IS WAITING

Interns are paid a stipend of \$20/day.

**Internship Overview:** An internship at VisitPITTSBURGH (VP) offers a unique and exciting opportunity for undergraduate and graduate students to explore and experience the inner workings of a destination marketing organization.

## AREAS OF FOCUS

### Convention Sales

- Assist with specific sales projects, including account research, database management and event promotions
- Learn the process used in promoting Pittsburgh as a meeting and travel destination

### Sports Development

- Assist the team and complete projects specific to selling and servicing sports-related events
- Monitor and develop digital marketing campaigns for SportsPITTSBURGH through social media, blogs and other outlets

### Destination Services

- Assist with convention planning, guest services, site visits, account management and housing
- Assist with customer service activities for three VisitPITTSBURGH welcome centers and six satellite welcome centers that VisitPITTSBURGH supports
- Assist with promoting and marketing for retail establishments, brochure management, and customer service training programs

### Partnership Development (Summer only)

- Assist with specific events and projects including:
  - Sales campaigns
  - Golf outing
  - Publications

### Finance/Administration

- Assist with accounting and data-entry projects to facilitate the annual budget
- Conduct research projects to analyze and forecast cost efficiency of company expenses
- Assist with administrative operations

### Information Technology

- Assist with daily IT operations; manage and complete IT projects
- Assist IT staff with maintaining desktop, network and telecom systems
- Conduct research for new and ongoing issues

### Marketing

- Help promote Pittsburgh by writing press releases, assist with hosting press tours and organizing/volunteering for community events
- Assist staff with media relations and correspondence
- Promote partner events and exhibitions
- Assist with updating online media room
- Prepare reports and conduct research
- Proofread and edit marketing materials
- Facilitate in the design and production of multimedia assets, such as:
  - Print materials
  - Web page updates
  - Video development from shoot to final edit
- Contribute to and support content development for VisitPITTSBURGH websites and social media platforms

## REQUIREMENTS

Interns with the following experience will be given preference: academic majors or minors in hospitality, tourism, communications, public relations, marketing, journalism, business, digital marketing, information technology or equivalent.

- Junior, Senior or Masters level (college, technical or advanced degree)
- Excellent communications and interpersonal skills
- Professional behavior
- Availability to work 21 hours/week for 13 weeks
- Proficient in Microsoft Office Suite

## INTERN RESPONSIBILITIES

Interns must accept responsibility and direction; act as professionals; work to receive maximum educational benefits and professionally represent themselves, VisitPITTSBURGH and their university.

Specific responsibilities include:

- Complete assignments on time
- Develop a custom set of goals and objectives for the internship in accordance with his or her needs and VisitPITTSBURGH's requirements, all while meeting the university's academic requirements
- Follow-up on procedures and documentation
- Advise supervisor of any changes or challenges – any needed adjustments will be made after consultation with the academic advisor
- Complete a self-evaluation and share with on-site supervisor
- Complete intern documents and adhere to all VisitPITTSBURGH policies, including the Digital Code of Conduct and Acceptable Use of Technology

## VISITPITTSBURGH RESPONSIBILITIES

The on-site supervisor and the vice president of human resources will serve as mentors, offer instruction and supervision to grow and develop the intern's professional competency. The intern may be assigned to work under several qualified leaders.

Specific responsibilities include:

- Introduce intern to the VisitPITTSBURGH staff and conduct an orientation regarding the organization's mission, vision and procedures
- Serve as an advisor and coach
- Develop goals and objectives with the intern, and, if required, the academic advisor
- Set a work schedule and identify activities to meet objectives

## APPLICATION PROCESS

Please send your cover letter, with area of focus and resume to:

**Mary Grasha Houpt, SPHR, CDME**  
Vice President, Human Resources  
[mary.houpt@visitpittsburgh.com](mailto:mary.houpt@visitpittsburgh.com)  
EOE – No phone calls please

**VisitPITTSBURGH**  
120 Fifth Avenue, Suite 2800  
Pittsburgh, PA 15222

Go to Employment Opportunities:  
[VisitPITTSBURGH.com/employment](http://VisitPITTSBURGH.com/employment)