

Position Profile – Marketing/PR Intern Long Beach Area Convention & Visitors Bureau (LBACVB)

Do you want the opportunity to discover a career path that's always been of interest to you? If you do, the Long Beach Area Convention & Visitors Bureau's internship program will give you real work experience that can help set you on the right career track. We have one internship position available per semester in LBACVB's Marketing/Public Relations Department. You will be able to formally integrate your academic knowledge and explore career interests through productive and exciting work assignments.

General Job Description:

- Research and write articles and first drafts of press releases using Associated Press Style
- Research and develop materials on the LBACVB
- Conduct media relations support as well as create media lists and clip books
- Assist with the planning, coordination and implementation of special events and press trips
- Perform Internet research on leisure and meeting trends
- Assist with PowerPoint presentations and sales collateral
- Update and support our existing Web site
- Assist with administrative tasks as needed
- Participate in professional meetings and team brainstorming

The program also includes an advising relationship with a manager. During the internship, individuals are required to write a public relations plan on their topic of choice and complete a survey

Job-related Information:

- The internship generally lasts for one semester; however, the schedule may be flexible to meet an intern's needs. Intern must work at least 16 hours per week
- Dress is business attire: slacks, jacket, shirt and tie suits, sports coats, dress pants, dress shirts with collars, dress shoes and dark socks and a tie for men and dresses, suits, dress pants with dress blouses for women. Hosiery is required with skirts, along with dress shoes

What We Look For:

- Students pursuing a degree in Journalism, Public Relations, Marketing and/or Communications
- Demonstrated leadership skills and success in academics and extracurricular activities
- Strong interpersonal, written and verbal communication skills
- Excellent prioritization and organizational skills
- Demonstrated attention to details and high level of accuracy
- Experience with PC and mainframe systems such as Word, PowerPoint and Excel

Contact/Application:

A cover letter indicating reasons for interest in working with the LBACVB should be e-mailed along with a resume and one-page writing sample to: Megan Rodriguez, Public Relations Manager, at meganr@longbeachcvb.org

Application Deadlines:

Feb 1 - Spring Semester
June 1 - Summer Semester
Sept 1 - Fall Semester