

Job Description

Human Resource Use Only	
Position Number:	
Step/Grade	\$12.00/hr
Effective Date:	03/2024

POSITION IDENTIFICATION

Position Title:	Seasonal Destination Marketing Intern
Department:	Department of Tourism
Division:	Tourism
Status:	Part-time
Workweek:	Monday through Friday during visitor center hours 9:00 am – 4:00 pm, occasional weekend, evening and holiday hours for special events

SUPERVISORY RELATIONSHIPS

Reports to: Director of Tourism

POSITION PURPOSE

This position provides support to the Department of Tourism by providing marketing and administration support including creating marketing content, staffing visitor information centers, and special projects. The duties and experience are intended to prepare the intern for a career in the marketing and tourism industries. The work is performed under the direction of the Tourism Director.

ESSENTIAL DUTIES

- Work closely with Director of Tourism and tourism staff on daily tourism activities and projects
- Assist with design, production and content creation for website, print and social media channels
- Staff visitor centers and provide visitor services
- Aid in distribution of visitor guides and tourism marketing material
- Take photos of tourism businesses and special events for website and marketing
- Assist in maintaining and organizing photography database
- Enter and upkeep tourism events and businesses in Department CRM
- Aid in special event coordination
- Relieve Tourism staff of administrative tasks
- Other job duties as assigned

MINIMUM POSITION QUALIFICATIONS

Education	Enrolled or intention of enrolling in Bachelor’s Degree program in Marketing, Public Relations, Hospitality/Tourism Management, or related field preferred.
Certifications/Licenses:	Valid Driver’s License required
Other Requirements:	In this position, it is necessary that the hours and days of the week be flexible. Working evenings, weekends, and holidays are occasionally required.

KNOWLEDGE, SKILLS, & ABILITIES

Excellent verbal and written communication skills; proficient in computer applications used by Department, including Microsoft Office Suite, Adobe, and Canva; must be highly motivated, creative, and personable; must have social media experience; excellent customer service skills; good time management skills.

BACKGROUND CHECKS

Condition of Employment

PHYSICAL DEMANDS

The work environment characteristics described herein are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Manual Dexterity:	While performing the duties of this job, the employee is regularly required to coordinate hands, eyes, feet and limbs in performing semi-skilled movements such as operation of a computer keyboard, telephone, and calculator equipment.
Physical Effort:	The employee is occasionally required to exert light to medium physical effort in sedentary and light to medium work involving lifting, carrying, pushing, walking, standing, reaching with hands and arms, climbing, balancing, stooping, kneeling, crouching or crawling. The employee must regularly lift and/or move up to 20 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required include close vision, distant vision and ability to adjust focus.
Working Conditions:	The noise level in the work environment is moderately quiet. Work is normally indoors with controlled climate conditions. Work will require mobility during special events and conferences. Employee may be required to be outdoors for extended periods of time, and therefore subject to varying weather conditions for purposes of accomplishing the essential functions of the job.

This position description has been prepared to define the general duties of the position, provide examples of work and to detail the required knowledge, skills and abilities as well as the acceptable experience and training for the position. The description is not intended to limit or modify the right of any supervisor to assign, direct, and control the duties of employees under supervision. The City of Manitowoc retains and reserves any and all rights to change, modify, amend, add to or delete from any portion of this description in its sole judgment.

This job description is not a contract for employment.

The City of Manitowoc is an equal opportunity employer, in compliance with the Americans with Disabilities Act. The City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.