

VisitPITTSBURGH

Internship Program

Overview

An internship at VisitPITTSBURGH (VP) offers a unique opportunity for undergraduate and graduate students to explore and experience the inner workings of a destination marketing organization, either virtually or on-site.

Areas of Focus

Leisure Tourism/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.

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.

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.

MeetPITTSBURGH

- 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.

SportsPITTSBURGH

- 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.

Requirements

Students who are currently enrolled in an undergraduate or graduate program from an accredited college or university, and are pursuing the following academic majors or minors are preferred: hospitality, tourism, communications, public relations, marketing, journalism, business, digital marketing, economics or information technology.

- Excellent communications and interpersonal skills
- Professional behavior
- Availability to work 21 hours/week for 13 weeks
- Proficiency in Microsoft Office Suite and Adobe.
- Based on the area of focus, photography and videography skills are highly preferred.





Intern Responsibilities

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

Specific responsibilities include:

- Develop a custom set of goals and objectives in accordance with his or her needs and VisitPITTSBURGH's requirements, while meeting all academic requirements
- If the internship is virtual, sign a waiver and pledge to return all equipment loaned from VisitPITTSBURGH
- Follow-up on procedures and documentation and complete assignments on time
- 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. Interns 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
- In collaboration with their supervisor, develop goals and objectives. If requested by the student's academic advisor, complete and submit all requirements.
- Set a work schedule and identify activities to meet objectives

Application Submission

All internship availabilities are listed at

<https://www.visitpittsburgh.com/about-us/employment-opportunities>.

- 1: Click on and select **Category:** Internship
Location: Pittsburgh
- 2: Search for Jobs - **Internships:** Virtual or In-Person
- 3: Click **Apply Now** and include a cover letter with area of focus

VisitPITTSBURGH is an Equal Opportunity Employer.

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