

# **AL Gulf Coast Convention & Visitors Bureau, Gulf Shores & Orange Beach Tourism (CVB) Public Relations Intern**

## **Background:**

Gulf Shores & Orange Beach Tourism serves as the official destination marketing organization for the cities of Gulf Shores and Orange Beach in addition to the unincorporated area of Fort Morgan.

## **Description:**

The internship will coincide with the academic calendar of the candidate's university and may have occasional evening and weekend duties. The selected candidate will work 40 hours each week at \$13 for 10 weeks. Gulf Shores & Orange Beach Tourism is an Equal Opportunity Employer.

## **Requirements:**

- Candidates must be pursuing, or a recent graduate of, a university public relations, communications, journalism or other related program.
- Current students should have at least a sophomore standing.
- The individual must exhibit strong time-management skills, excellent writing skills and basic knowledge of public relations.

Applications need to include a cover letter, resume and writing samples.

## **Responsibilities:**

- Assist with implementation of CVB's and Sport Commission's annual public relations plans to include researching, composing and distributing leisure and sports press releases and feature stories
- Assist with hosting duties for travel writer conferences, group FAM tours for travel writers and individual travel writer tours
- Assist with the ongoing development and maintenance of written communications and placement of those communications in targeted outlets
- Assist with hosting duties for any radio and TV broadcast in the area
- Track any print, Internet and broadcast clippings and update corresponding reports