

DESTINATION
**BRYAN
TEXAS**

Position: Marketing Intern
Reports to: PR & Communications Coordinator

ABOUT DESTINATION BRYAN:

Born of converging cultures and built on deep Texas roots, Bryan is a community filled with authentic stories, people, and places – our legends. Our legends are ever evolving while staying true to our Texas spirit. Destination Bryan, a 501c(6) non-profit, is a destination marketing organization whose mission is to strengthen our community by inspiring people to spend time and money in Bryan, Texas. The organization drives economic growth through tourism marketing and destination development to improve quality of life for Bryan's residents.

POSITION OBJECTIVES:

The Marketing Intern will work closely with our marketing team to assist in various marketing initiatives, campaigns, and projects aimed at increasing awareness, engagement, and visitation to Bryan, Texas. You will work as part of the marketing team to ensure that our messaging is consistent, compelling, and aligns with our brand values. This role requires a combination of strategic thinking, strong writing & communication skills, a high level of creativity, and a passion for storytelling.

DUTIES AND RESPONSIBILITIES:

- Assist with the maintenance of website content to ensure the accuracy and timeliness of information.
- Support content creation and curation by conducting content research, coordinating photo shoots, and completing minor design projects.
- Assist with content management and tracking for social media, blogs, and e-newsletters.
- Support day-to-day public relations activities, including preparing materials for media events, press visits, and destination storytelling opportunities.
- Maintain and update the photo library to keep the content appropriately organized.
- Coordinate with vendors to order various print collateral and utilize collateral to create partner gift boxes.
- Assist the Director of Marketing & Communications and Managers with other projects as needed.
- Other marketing tasks may be implemented that relate to the specific interests of the intern.

MINIMUM QUALIFICATIONS:

- Student (sophomore level or higher) enrolled in college/university level marketing, communications or tourism/hospitality program.
- Excellent writing, copy editing and proofreading skills.
- Highly organized and detail oriented with ability to successfully manage projects and meet deadlines.
- Social media community management experience is helpful but not required.

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- Knowledge of Bryan history, attractions and offerings as a tourism destination is helpful but not required.
- Must live in, or be willing to relocate to, the Bryan-College Station, Texas area.
- Must be able to operate a motor vehicle and have a valid driver's license.
- Preference will be given to candidates willing and able to work through the summer.

APPLICATION PROCESS:

Interested applicants should send their resume and cover letter to Mary Murphy, Content Coordinator, at mary@destinationbryan.com. For additional questions, please call (979) 721-9506.

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed in this position and is not all-inclusive of every job function. Position may be required to perform position-related tasks other than those specifically listed in this description.