INTERNSHIP ANNOUNCEMENT

Tourism Information Specialist

Rutherford County Tourism Development Authority
Lake Lure Welcome Center
2932 Memorial Highway
Lake Lure, NC 28746

Agency Mission

To promote the growth of tourism for and in Rutherford County, in accordance with NC Session Law 2011-115.

Overview

The Rutherford County Tourism Development Authority (TDA) is excited to announce the development of its Internship Program. As an extension of the Visitor Information Network (VIN), the Internship Program seeks to enhance the academic and experience based learning desires of college students in the fields of Tourism Management, Hospitality Service, Marketing and Public Relations. Internships will be crafted to meet the academic requirements of partnering colleges and universities, while meeting the program goals of the TDA. Situated in the popular geographic region of Lake Lure and the Blue Ridge Foothills, the Tourism Information Specialist will have a unique opportunity to work alongside industry professionals and partner with internationally known destinations while also paired with traditionally sought tourism assets found throughout the country.

Internship components will include, but not be limited to, the following:

- Program Development
- Administrative Procedures
- Supervision
- Leadership
- Facility Operation
- Event Management/Special Event Development
- Public Relations
- Risk Management
- Maintenance Procedures
- Customer Service
Internship Structure

Internships are a minimum of 10 weeks, 400 hours. Work will primarily be scheduled from Monday through Friday, 8:30 am to 5:00 pm. However, holidays, nights and weekends may be required for special events and other programmatic needs.

- Spring Schedule: During the months of February, March and April
- Summer Schedule: During the months of May, June, July and August
- Fall Schedule: During the months of September, October and November

These schedules are designed to be compatible with the scheduling defined by the Intern Approval Process set by NCSU's Parks, Recreation and Tourism Management Program. Flexibility is built in to fit the students’ and University’s needs.

Qualifications

Students enrolled in related academic fields of study are strongly encouraged. Rising Juniors, Seniors and graduate level students are desired. An intern must have reliable transportation, aptitude for written and oral communication, knowledge of and experience in basic word processing and data management software commonly used in the marketplace and business setting, knowledge of and experience in the use of audio/visual equipment (power-point, iPad, iPod, HDTV with USB input, wireless projectors, laptop, printer, copier, telephone, and answering machine. Must be able to read and write fluently in English.

Ideal candidates are:
- Motivated
- Self-starters
- Above average in initiative
- Active listeners
- Creative
- Above average in customer service skills
- Friendly and outgoing
- Enthusiastic
- Problem-solvers
- Interested in working in the Tourism Industry (Local, Regional, State, Eco, Agri, etc)
Duties

Depending on the time of year that the internship will occur, duties will be more specific to each schedule. The basic responsibilities that will be a majority of the internship duties include, but will not be limited to, the following:

- Answering phone and email contacts
- Welcoming Visitors (providing one on one hospitality service as a host/hostess for the county’s tourism assets)
- Leading Tours (Bechtler House Museum and Welcome Center)
- Administrative support to their supervisor and TDA staff (printing, copying, faxing etc)
- Lead Fulfillment
- Assist with Tourism Ambassador Class
- PR and Marketing (in-house such as blogging and newsletter submission and with a contractor as an assistant for administrative support to The McConnell Group Public Relations)
- Volunteer Scheduling of Visitor Information Network (VIN) sites
- Opening and Closing of VIN sites

During the interview, a more detailed review of duties will be provided to include opportunities for the special project.

Pay

This is an unpaid internship at its creation and basic operating level.

Housing

This position is not guaranteed housing. The Rutherford County TDA internship manager will work on behalf of the intern and make every attempt to locate affordable, quality lodging opportunities.

Internship Duty Station

Rutherford County Tourism Development Authority
Lake Lure Welcome Center
2932 Memorial Highway
Lake Lure, NC 28746
How to Apply

Applicants should **print out and mail** a completed, hard copy application from the Rutherford County Government Human Resources web site. The following address is a direct link: [http://www.rutherfordcountync.gov/dept/hr/Job_Openings.php](http://www.rutherfordcountync.gov/dept/hr/Job_Openings.php)

The internship will not be posted online. Please **DO NOT** fill out the online application and **DO NOT** submit electronically.

Resumes are encouraged, but will not be accepted in lieu of an application.

Send all applications by mail to: Adrienne Wallace
Rutherford County Tourism Development Authority
Assistant Director, Visitor Information Network
117 West Court Street
Rutherfordton, NC 28139

Direct all inquiries to: Adrienne Wallace
Assistant Director, Visitor Information Network
T: 828-287-1220
E: adrienne.wallace@rutherfordcountync.gov