

University of Wyoming Tourism and Hospitality Intern Job Description

Department: Enterprise

Internship Title: University of Wyoming Tourism and Hospitality Intern

Overview: This internship for a University of Wyoming rising junior or senior is focused primarily on tourism business management. It provides an introduction into the varied disciplines of a tourism professional to include marketing, public relations, guest services, accounting and data analytics in general, and into the non-profit/museum environment in particular.

Level of Responsibility: Reports to the Director of Enterprise and Revenue

Specific Duties and Responsibilities:

- ***Become familiar with the galleries, collection, marketing and public relations campaigns; and admissions policies, practices, and economics of the Center of the West.***
- *Learn admissions procedures.* Learn to use Counterpoint. Use Counterpoint data for visitor analytic projects as assigned.
- *Learn visitor surveying techniques.* Complete surveys as assigned in projects.
- *Learn to navigate GP enterprise software.* Complete special projects as assigned.
- Write web content to promote the Center as assigned. Coordinate with PR team to ensure that all communications—whether e-mailed, added to the website, or distributed through social media, and either text, image, or video—have a consistent message.
- May communicate to the institution’s constituencies via social media and blog posts.
- Learn/apply various site analytics such as Google analytics if time allows.
- Attend museum-wide meetings, including regular intern briefings about museum.

Qualifications:

- Currently enrolled in, or have recently completed at least the sophomore level of college coursework in business, accounting, public relations, marketing, or similar field.
- Excellent writing skills including syntax, usage, and creativity; ***please submit writing samples with application.***
- Command of Microsoft Office, Internet, and e-mail applications.
- Command of, and enthusiasm for, social media, especially Facebook, Twitter, and Google+; ***preference given to those applicants with at least one social media account.***
- Demonstrated initiative and self-motivation.
- Able to work with minimal supervision.