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Anthony Travel, Inc. Marketing Intern – Dallas, Texas

Fun, fast-paced internship in exciting field! Anthony Travel is looking for a sports-oriented person with impeccable attention to detail and the ability to work both with a team and independently in order to reach common goals. This person must possess the ability to think creatively and quickly while managing multiple tasks/projects.

The marketing intern will primarily be responsible for creating and executing marketing efforts related to various events and campaigns. Individual must possess strong communication, organizational and writing skills, as well as experience in or study of marketing concepts. Strong computer skills, experience working with Adobe Creative Suite (Dreamweaver, InDesign and Photoshop) are a must and experience working with social networks (Facebook, Twitter, etc.) is a plus. This person should demonstrate a desire to learn, grow and offer suggestions to streamline processes/events.

Responsibilities:

- Work with marketing team to develop marketing plans/initiatives for events
- Assist in implementing, tracking, modifying and reporting on marketing plans/initiatives
- Generate new ideas and ensure that all marketing resources are accurate and up-to-date
- Conduct research in support of events for marketing collateral and/or sales efforts
- Complete general updates on AnthonyTravel.com using customized web editor
- Create and maintain social networking pages and groups
- Create marketing collateral pieces as directed by the marketing manager/coordinators
- Assist in crafting copy for both printed materials and electronic marketing initiatives
- Assist in distributing event information to the sales staff
- Provide suggestions on how to best generate sales for a given event
- Assist in evaluating marketing efforts to determine best practices for future events
- Other duties as assigned by the Marketing Manager or Director of Event Services

Report Relationships:

- Report to the Marketing Managers and Director of Event Services for daily work and to the Administrative Manager for office issues
- Provide support to all event teams

Qualifications & Length of Internship:

- This full-time, entry-level position is open to current college students and/or college graduates with interests in marketing, advertising or related fields
- The length of internship is variable depending on situation, school requirements and job performance

Please email resume to Employment@AnthonyTravel.com (Subject Line: Marketing Internship); provide online portfolio or work samples, if available.