

ISLAND REALTY

Vacation Rentals | Annual Rentals | Property Management

Job Title	Marketing and Creative Intern
Reports to:	Marketing Manager, Multimedia Designer, and Marketing Coordinator
Job Summary	This intern will assist with the day-to-day functions of Island Realty's full-service marketing department. He or she will gain hands-on experience in the field of hospitality marketing, with responsibilities ranging from photography and creative writing to graphic design and social media marketing.
Key tasks and responsibilities	<ul style="list-style-type: none"> • Capture, edit, and upload property photos to Island Realty's website and property management software • Write and edit posts for Island Realty's blog • Attend marketing team meetings and contribute fresh ideas for new marketing initiatives • Write and edit property descriptions for Island Realty's website • Assist with social media marketing (Facebook, Google+, Twitter, Instagram) • Write and edit content and images for company newsletter • Assist with event planning (company functions, community events, etc.) • Assist with administrative duties and data entry • Log and record data for marketing research and MLS prospecting use • Perform related and other special duties as required or directed
Goals of internship	<ul style="list-style-type: none"> • Gain work experience in a full-service marketing department • Gain professional photography and design experience • Build genuine principles of ethics, integrity, leadership, and teamwork • Become familiar with tourism marketing strategy • Develop skills needed to enhance yourself both personally & professionally
Opportunities and incentives	<ul style="list-style-type: none"> • Included in team meetings • Interaction with all departments and staff • Opportunity to continue internship or full-time employment possible • Build photography portfolio • Complete internship for credit or work experience • Work 1 block from the beach • Free parking
Minimum Qualifications- Education and Experience	<ul style="list-style-type: none"> • Current college junior or senior • Preferred major: communications, digital communications (graphic design/ photography/ art), marketing/ business administration, hospitality, or other related field • Must have experience using Adobe Photoshop, additional experience with Adobe Creative Suite (Illustrator, InDesign) strongly preferred • Photography experience required – taking photos, editing, filing, and uploading to online databases

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	<ul style="list-style-type: none"> • Experience with social media marketing for a business, especially Facebook, Twitter, Instagram, and Google+ • Hospitality industry/customer service experience preferred
<p>Minimum Qualifications- Knowledge, Skills and Abilities</p>	<ul style="list-style-type: none"> • Creative writing skills required, per MLA/APA style requirements. • Must be detail-oriented, with excellent written and verbal skills • Ability to work well in a fast-paced environment, both alone and with a team • Must have reliable transportation (some travel within the Charleston area may be required) • Ability to handle multiple projects under tight deadlines • Ability to prioritize tasks and communicate progress to supervisors regularly • Ability to work while establishing and reaching individual, department, and professional goals • Ability to work as part of a team or partnership with a variety of staff members, external partners, and vendors • Ability to think logically and analytically in a problem-solving environment • Excellent customer service skills • Willingness to take on administrative and overflow tasks for the marketing department • Positive, can-do attitude and commitment to excellence • Exhibit professionalism in and outside office by upholding standards of punctuality, sense of urgency, and respect for office and co-workers • Ability to sit, stand, and lift objects up to 30 lbs
<p>Application Information</p>	<p>Please submit the following application requirements to HR@IslandRealty.com by January 10, 2016</p> <ul style="list-style-type: none"> • Cover letter • Resume • Portfolio with examples of relevant past work <p>ISLAND REALTY IS AN EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER.</p>
<p>Hours and Compensation</p>	<p>Minimum of 10 hours a week, maximum of 20. Continuation of internship through next semester is preferred. This position is available to complete for course credit and pays hourly minimum wage.</p>