



Marketing Internship at Charlestowne Hotels

Charlestowne Hotels is a full-service hospitality management company offering innovative, yet proven, expertise in hotel management. Founded in 1980, Charlestowne Hotels has become one of the top ranked management companies in the US with assets in 14 states. Charlestowne's proficiency in managing a diverse portfolio of properties, including both flagged and independent hotels ranging in character from AAA Four Diamond hotels and luxury boutique inns to resorts and condo hotels, has led to numerous industry accolades including Condè Nast Magazine "Gold List" and "Readers' Choice Award," Top 100 Hotels in the US" by Travel + Leisure, TripAdvisor's #1 and #2 Luxury Hotel in the US, Smith Travel Research's "Best Performing Hotel in the US," as well as other national media and travel industry honors.

Job Description:

Charlestowne Hotels is currently seeking a motivated and resourceful Marketing Intern for the 2016 spring semester. This paid position will work along side a team of Marketing Managers to assist in the promotion of a portfolio of assets that generate over 150 million in annual revenue.

The right candidate will demonstrate excellent communication and organizational skills, with an eagerness to learn the necessary skills, systems and processes necessary to dominate local hotel markets within the Charlestowne Hotels' portfolio.

The Marketing Intern will become an email marketing, graphic designing, CMS updating, SEM, SMM, reporting, content creating, strategy development and execution ninja.

We are growing! This is a paid internship with potential to move into a full-time role upon graduation.

Essential Job Functions:

- Become acquainted and familiar with hotels and their operations within the Charlestowne Hotels' portfolio
- Provide support to Corporate Marketing Managers on various initiatives and projects, as assigned
- Assist in the development and implementation of marketing strategies and promotions along side Corporate Marketing Managers, Revenue Managers and General Managers
- Assist Corporate Marketing Managers in day-to-day tasks including but not limited to: website updates, social media posts, content creation, system updates, and reporting.
- Monitor and audit websites for content updates, functionality and user experience
- Prepare marketing reports by collecting, analyzing, and summarizing data
- Maintain and oversee property specific files, information and assets



Skills/Knowledge Required:

- Knowledge of Microsoft Office
- Knowledge of WordPress CMS a plus
- Proficiency in Adobe Creative Suites a plus
- Must have excellent writing and proofreading skills
- Must have very strong organizational skills
- Able to multi-task
- Excellent communication and organizational skills required
- Excels in a fast-paced, team-oriented environment

Qualification Standards :

- Senior working toward a Bachelor's Degree in the area of Marketing, Communications, or Hospitality Management
- Students carrying 3.7 GPA or higher will receive additional consideration
- Must be able to commit to at least 20 hours per week
- Must be able to provide personal laptop for duration of internship

Process for Applications:

Please email cover letter and resume to kaltman@charlestownehotels.com with the subject line: Marketing Internship Application.

Candidates that meet or exceed the internship criteria will be contacted for an interview.