Rubenstein School of Environment and Natural Resources
University of Vermont
Perennial Summer Internship Program - 2017

Internship Title: Resort, Conference Center and Spa Marketing Intern

Internship Site: Stoweflake Mountain Resort & Spa, Stowe, Vermont

Description:
This internship allows students to work directly with the Marketing Manager daily in several aspects of marketing an independent, family owned and operated AAA 4-Diamond Resort and Spa in the Heart of Stowe. Opportunities include learning more about Tourism in Vermont on a grand scale and how it pertains to the marketing initiatives for the resort including understanding leisure, group and social event travel as well as marketing a renowned spa and wellness center and restaurant. The student will be aid in projects such as reputation management, evaluation of customer feedback surveys, email and social media, digital and web marketing, creative and design input, event planning and sponsorship (30th Annual Hot-Air Balloon Festival on July 7-9) and complete understanding of the marketing plan and budgets. This also includes day-to-day operations such as internal communications, email and phone outreach, and more. The student will work as a coordinator of project –based marketing efforts for the duration of the project.

Desired qualifications/skills/coursework:
The ideal candidate will be a Rubenstein School sophomore or junior year at the time of applying. Working the duration of Balloon Festival Weekend is required. Knowledge of Adobe Indesign is a plus. Possess a creative eye and is an enthusiastic learner with strong organizational skills. Able to work independently and is self-motivated while also working in team environments. Has strong interest in tourism and hospitality. Maintains a sense of professional appearance and demeanor representative of a 4-diamond resort.

*Rubenstein students currently in their sophomore and junior years are eligible to apply. Earning internship credit through the Rubenstein Internship Program is required.*

Supervision: The Marketing Team consisting of the Marketing Manager, General Manager and Resort President will help supervise projects assigned to student for completion. Direct reporting is to the Marketing Manager.

Start and End Dates: Mid-May – Mid-August, 2016 (exact start/end dates are negotiable)

Total Hours: 20 hours/week, 12 weeks

Compensation: $12.50/hour
How to apply: Follow step by step application instructions which are available on the Rubenstein Perennial Internship Program website. This will include logging into the CEMS-RSENR Internship, Co-Op, Research System and submitting the following (as pdfs whenever possible) by midnight, Sunday, January 29th 2017:

a. Resume
b. Cover Letter - You should upload and submit unique cover letters for each position to which you’re applying
c. Position Ranking - If you are applying for more than one Perennial Internship, please provide list of the positions in rank order.
d. Reference(s) – Provide name & contact information for at least one professional reference (this could be someone who supervised you in a past work/internship/volunteer position, a professor or teacher, etc.)
e. Transcript – Login to your my uvm portal, click on the Registrar link, click Request Official Transcript by email, once received save it as a pdf and upload.
f. A recommendation form, completed by a faculty member or teaching assistant, will also need to be submitted on your behalf. Please send this link to the faculty member/teaching assistant when you ask if they are willing to complete the recommendation form for you. Your recommender will complete & submit this form online and then your recommendation will be confidentially uploaded to your application(s).