Rubenstein School of Environment and Natural Resources

University of Vermont

Perennial Summer Internship Program - 2016

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 travel, group and Meeting Travel, 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 8-10) 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 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. Use of Adobe Indesign is a plus. Possess a creative and 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.

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 end dates are negotiable)

Total Hours: 20 hours/week, 12 weeks

Compensation: $12.50/hour. Earning internship credit through the Rubenstein School Internship Program is required.

How to apply: Submit a resume, cover letter and an academic reference (professor name and contact information) by Friday, January 29th, 2016 through Blackboard.