

Visit Fort Worth Sales Internship Program

Position Overview:

The Internship Program provides an exceptional opportunity for participants to gain understanding and experience in the many areas that are involved in destination marketing and promoting what Visit Fort Worth does for our local community. This position is currently unpaid but college course credit may be applicable. Scheduling will be dependent on applicant's availability. 2-3 days a week is preferred. Position to begin June 11th and end dependent on applicant's school calendar.

Primary Responsibilities

- Help prospect and manage accounts in Simpleview CRM. Review list of accounts with no open traces and send mass email template of "Why Fort Worth." Thereafter, review bounce back log and clean up any inactive contacts. Organize accounts and make sure information (address, market segment, sales manager, and status) are correct and create trace in the sales manager's name to follow up.
- Review list of accounts in "Unqualified Status" and use MINT to find the correct status and make sure the account information is correct and there is a trace for the correct sales manager. Apply pending updates from MINT for accounts.
- Develop and Reconcile Destination Competition Comparison chart to share with sales managers and hotel partners showing other cities' amount of rooms, convention center size, distance and cost from airport, and anything that could help give us an edge when selling against them.
- Assist in site visits with various sales managers and help organize itineraries. Brainstorm creative ideas for WOW site inspections.
- Work with sales assistants to help put together bid books, organize sales calls, assist with travel and logistics.
- Work with sales managers during their normal day to see scope of work and interaction with clients.
- Organize a blitz to the TCU campus by identifying contacts in different departments and assemble a schedule.
- Attend local industry events like MPI or PCMA to learn more about the industry as a whole.

Qualifications

- Strong interpersonal communication skills (verbal and written)
- Motivated with creativity and ability to contribute to ongoing, time-sensitive projects
- Ability to work in a multi-task environment, and to see projects/tasks through to completion
- Organizational skills
- Proficiency in Microsoft Word, Excel
- Ability to work a minimum of 20hr per week during regular business hours (9am-5pm, Monday-Friday).

Please submit all questions and application materials (cover letter and resume) by June 1, 2018 to:

Alex Redlin – National Sales Manager

Email: AlexRedlin@FortWorth.com

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