



Job Title	Intern
Department	Marketing
Reports to	Various, Program Administered by Sr. Public Relations Manager
Job Class	CL344S/Y
Type Exemption	Seasonal Labor
Date	1/18/2013

Job Summary

Under the direction of the supervising staff member to whom the intern directly reports, intern will be immersed in the marketing of a world-class vacation destination with exposure to all marketing, regardless of specialization. Intern will create traditional (internal and external), digital and social media content. Intern also will assist in event planning, preparation and execution, media relations, and promotion execution as required. In turn, intern will satisfactorily complete individual program requirements to satisfy college/university credit and/or course study requirements.

Dollywood will provide the intern:

- The opportunity to complete course credit for the term of the internship
- Practical experience
- Opportunity to apply theory with practice
- Opportunity to identify and create professional contacts and network accordingly
- The opportunity to create writing samples
- Working knowledge of a marketing department

Summary of Major Duties & Responsibilities

Internship

- Explore The Dollywood Company’s history and culture to better contribute to the key messaging for assigned projects.
- Represent the Dollywood Company brands through interaction with visiting media
- Communicate accurate, compelling and timely information regarding The Dollywood Company that is consistent with public relations and marketing messages.
- Understand the phone and computer systems used daily.
- Generate social media content for Facebook, Twitter and YouTube as assigned.
- Generate traditional internal or external communication content as assigned.
- Generate digital content as assigned.
- Capture photographs to accompany internal and external content.
- Assist in maintaining media database.
- Participate as assigned in events from concept to execution.
- Maintain photo and video libraries.
- Learn to use photography/video-editing apps on mobile devices. Learning to make quick edits and improvements on all photography/video taken at The Dollywood Company to be social media

acceptable.

Digital Specialty:

- Generate digital content as assigned.
- Provide copy and image posting services on SMC websites.
- Develop the HTML code needed to execute email campaigns.
- Research digital trends, technology and industry standards.
- Assist Digital Team with analyzing email metrics to improve open, click thru and conversion rates.
- Assist Digital Team with analyzing digital campaigns and website performance.

Other Duties As Assigned

Core Competencies

- Ability to effectively communicate information and ideas, both written and verbal
- A positive attitude
- A fresh outlook and perspective
- At least 20 hours a week of focused work
- Ability to build and maintain relationships
- Interest in the theme park, hospitality and/or tourism industry preferred
- Research industry leaders in social media. Compare and contrast similarities/differences. Make suggestions as to success or failure. Monitor
- Research The Dollywood Company online reputation using social media online reputation software.
- Work with direct supervisors to craft online public statements/responses for guest opportunities.
- Ability to function effectively in high-stress situations and sound decision-making skills required
- Ability to organize, plan and meet deadlines and budget restrictions as required
- Ability to multi-task
- Maintain a professional image/conduct at all times
- Willingness to learn new things and take direction.

Digital Specialty:

- Knowledge of HTML coding or web editing software required for maintaining and creating website content.
- Knowledge of photo editing software required for maintaining and creating website content.
- Understanding of cross-browser and e-mail client rendering differences.

Educational and Experience Requirements

- At least junior-level status at an accredited college or university
- Communications, Marketing, Public Relations, Digital Media, Social Media or related field emphasis
- Working knowledge of Associated Press style

Personality/Attitude Requirements

1. Able to project Dollywood's image by being genuinely friendly, caring and taking pride in your work.
2. Must be self-motivated and disciplined.
3. Must provide excellent customer service with a Servant view.
4. Must be an excellent communicator with pleasant voice, accurate, consistent and detailed.
5. Must be an excellent listener.
6. Must be able to prioritize and complete work assignments on a timely basis.
7. Must maintain strict confidentiality and judgment regarding privileged information.
8. Must display and live out Servant Qualities by being: patient, kind, humble, respectful, selfless, forgiving, honest and committed.
9. Must be willing to constantly improve.
10. Must have professional appearance with good personal hygiene.
11. Must promote and support a "team" work environment by cooperating and helping co-workers.
12. Must adapt to changes easily.
13. Must tolerate a fast-paced, hectic environment.
14. Must show appreciation to others.
15. Must be sensitive to the needs of our Guests and feel empowered to take action to meet their needs within company guidelines.

Essential Functions Necessary To Perform Job Duties

1. Able to display and live out Servant Qualities by being: patient, kind, humble, respectful, selfless, forgiving, honest and committed.
2. Able to hear, see and speak.
3. Able to speak, read and write English.
4. Able to smile and make eye contact to make a friendly impression when greeting guests, vendors and other employees.
5. Must have manual dexterity necessary to complete all job duties.
6. Able to sit and/or stand for long/short periods.
7. Able to maintain good personal hygiene.
8. Able to get along with other employees to work out problems and resolve conflicts. (Able to work cooperatively with others inside and outside of the company.)
9. Able to comprehend instructions and retain information.
10. Able to maintain dependable work attendance and flexibility with assigned work schedules including any required overtime, evenings, weekends and holidays.
11. Able to be flexible to handle frequent changes in priorities.
12. Able to prioritize tasks and complete assignments on time.
13. Able to report to work without being under the influence of or smelling of alcohol.
14. Able to operate different types of motorized vehicles, including but not limited to automobiles, vans, golf carts, and other all-terrain vehicles as well as ability to enter and exit vehicle multiple times daily.
15. Must possess a valid Tennessee Driver's License and proof of insurance.
16. Finger movement to write, use a computer and other office equipment.
17. Ability to sit, stand and walk; climb and descend indoor and outdoor stairs.
18. Ability to move, bend, stoop, kneel, reach, twist.
19. Ability to lift up to 40 pounds.
20. Above average memory retention and recall.
21. Ability to add, subtract, multiply and divide.
22. Ability to see near and far to drive vehicle.
23. Dependable work attendance and flexibility with assigned work schedules to include nights, weekends and holidays.