



Experience Ruston Internship Program

Position Descriptions

Hospitality & Community Relations Intern

- Assist with front desk operations when needed
- Communicate with area hotels and attractions on a regular basis to assess needs (visitor information, signage, marketing assistance, planning assistance, etc.)
- Work with Sales & Services manager on hospitality efforts for meetings and events (welcome bags, info tables, name tags, etc.)
- Keep promo item inventory updated in iDSS
- Serve as a spokesperson for the Ruston CVB, including TV appearances and attending meetings in place of Marketing Director or Sales & Services Manager when needed

Digital Content Intern

- Add local events and festivals to calendar of events on CVB website
- Add and update website listings (dining, shopping, attractions, etc.)
- Write and publish blogs posts through the CVB website
- Add relevant events and festivals to calendar of events on louisianatravel.com and tourlouisiana.com
- Compile event information for local publications

Visual and Social Content Intern

- Create content, post and manage CVB's social media platforms
 - Understand the varied demographics for each social media platform
 - Develop a social media calendar
 - Use creative means to implement a social media strategy
 - Track/report weekly and monthly analytics and use to adjust social media strategy
 - Help create, execute, and measure social media campaigns and ads
- Attend area events to capture quality photo and video content for social media
- Create and maintain an organized photo and video asset library

If interested in interning for Experience Ruston, please contact Tori Davis at tdavis@rustonlincoln.com.