Professional Objectives of the Marketing Intern position at Wilderness Voyageurs

1) Gain an understanding of the components of a marketing system and their interaction. Product development to promotional literature production and placement.

2) Ability to analyze real customer data and synthesize marketing objectives and initiatives.

3) Comprehend market segmentation and learn to effectively communicate with different segments.

4) Gain a working knowledge of marketing media, print, web, etc.

Marketing Intern Projects

Assist in the production of marketing publications.
 Attend consumer facing trade show events
 Create social media postings.
 Write blog content.
 Produce product videos for use on Wilderness-Voyageurs.com
 Conduct competitive analysis.
 Create and produce marketing literature for on-facility placement
 Create web site content for the purpose of SEO
 Monitor and evaluate PPC campaigns

This is an unpaid internship. Housing and 3 dinners a week will be provided. Housing will be provided in Ohiopyle, Pennsylvania and the meals will be provided by Falls City Restaurant. When attending marketing events, all meal and lodging expenses are paid. The intern will have access to all recreational equipment and to all river trips that are conducted by the company throughout the 2014 season at no charge.

Wilderness Voyageurs has an extensive marketing apparatus, annually, we produce 250,000 pieces of literature, attend 100 days of tradeshows, and our web site is viewed more than 1,000,000 times. This internship will be very hands on, attending trade shows, assisting with special events, surveying customers, and interpreting reservation data.