

Potomac
AMERICA



Internship Description:

A digital startup in Harpers Ferry with ties to Phoenix and Silicon Valley is seeking a go-getter Intern. We are looking for an early-career professional with talent in the areas of marketing, communication, and social media. Tourism is the area of the work - in what we call American Culture Tourism. The main tasks are to work with a Director to market and on-board customers. Secondary tasks include following directions of our advertising team for conducting basic social media campaigns. This work will involve direct customer interactions for market development. Customer interactions are aimed at working with Director developing customer basis and onboarding. Market development includes operational work, data gathering, and synthesis of data. Operational work will involve setting meetings with customers primarily within the Harpers Ferry-Bolivar Merchant Association.

Outlook:

This is a valuable opportunity to make important contributions in a real startup. The business-world experience here will include areas of advertising, communications, ecommerce, marketing, digital user interfaces, and cloud technology. You must be a fast learner and self-motivated. This is an intensive, practical detail. Be ready to work. You need to be comfortable with using digital technology, handling mobile communications, and interacting with new customers in-person. We are launching our first platforms. Programming skills are not required and there is no programming in this Internship scope.

Internship Emphasis:

- Tourism
- Marketing
- Social Media
- Communication
- Customer Services

Skills Emphasis:

- Customer Interaction
- Project Management
- Synthesize Information

Internship Type:

- Class credit
- Paid \$10 an hour