



# Eastern Band of Cherokee Indians College Student Internship Program

**DIVISION:** Commerce

**PROGRAM:** Destination Marketing

**JOB TITLE:** Destination Marketing College Intern

## Overview:

The EBCI College Internship Program provides interested students currently enrolled in a college or university the opportunity to gain professional work experience that connects their classroom experiences and potential career choices. Students will learn and gain valuable work experience in the daily operations of a program within the Eastern Band of Cherokee tribal government.

## Destination Marketing Purpose:

Destination Marketing is responsible for promoting Cherokee as a premier travel destination, driving tourism to the Qualla Boundary, producing large-scale public events for locals and visitors, generating Tribal Levy and Privilege Tax revenue, and operating the Cherokee Welcome Center for first-time and returning visitors.

The Destination Marketing Intern will gain comprehensive, hands-on experience across multiple functional areas within the department:

- **Welcome Center Operations:**  
The intern will work alongside Welcome Center staff to develop frontline hospitality skills, including visitor engagement, providing destination recommendations, promoting local attractions and amenities, and assisting with retail merchandise and licensing sales.
- **Fairgrounds & Event Operations:**  
The intern will collaborate with the Fairgrounds team to gain practical experience in event calendar development, event planning and logistics, on-site event execution, budgeting, vendor coordination, and guest hospitality services.

- **Marketing Strategy & Leadership:**  
In the final phase, the intern will work directly with the Director of Destination Marketing to gain exposure to high-level advertising initiatives, campaign development, and overall marketing strategy.

## Key Responsibilities:

- **Assisting in Research:** Assist with various research projects, collecting and analyzing data, and compiling reports under the guidance of senior team members.
- **Supporting Daily Operations:** Help with administrative tasks, including scheduling meetings, organizing files, and preparing documentation.
- **Participating in Meetings:** Attend and participate in team meetings, providing input and taking notes to ensure a comprehensive understanding of ongoing projects.
- **Project Management:** Assist in managing smaller projects or project components, ensuring they are completed on time and within scope.
- **Communication:** Draft communications, including emails, memos, and reports, and may also assist with social media and marketing efforts.
- **Learning and Development:** Attend training sessions, workshops, and seminars to enhance their skills and knowledge.

## Required Qualifications:

- Must be enrolled in college or university studying Hospitality, Tourism, Marketing or Business. Bachelor's degree studies preferred.
- Able to provide own transportation to the work site(s).
- Able to commit to **ALL** program dates and programming events. Multiple absences will result in dismissal from the program.

## Benefits:

- Pay rate: \$15/ hour

**Click here to apply:** <https://publicservices.powerappsportals.com/Internship-Program-Application/>