



The City of Blanco seeks a **Marketing Intern** to assist in implementing a strategic travel marketing plan to increase overnight accommodation stays in Blanco, Texas for leisure, business, meeting, event, sports and recreational travelers; assists venue marketing, conference and convention promotion efforts with private and public organizations, associations and other groups. The Marketing Intern would provide assistance to the Visitor Information Center operations, and would assist the City of Blanco with developing strategic plans and directing operations oversight of the City's major festivals, such as Lavenderfest.

**Knowledge, Abilities and Skills:**

- Ability to analyze, plan, organize, implement and effectively present ideas and concepts to council members, city staff and general public.
- Ability to utilize time management skills to handle multiple and varied assignments in a fast-paced work environment.
- Ability to establish and maintain effective employee and community relations.
- Ability to work independently using self-direction.
- Ability to communicate tactfully, courteously and effectively with council members, city staff, media and general public.
- Skill in making public presentations.
- Skill in communicating logically, persuasively and accurately both orally and in writing to citizens, elected officials and the media.
- Ability to critically review advertising material.
- Basic understanding of digital photography and its application online and in printed publications.
- Ability to read and understand technical materials, reports and journals, including budget information.
- Possess writing, editing and proofreading skills.
- Ability to market overnight travel to Blanco utilizing web-based marketing tools including the City web site, social networking sites, promoted posts and other online communications tools used by travelers.

**Education:**

Working towards a degree in Hospitality, Tourism, Marketing, or Business Administration.

**Interested?**

Contact Blanco City Administrator Lambert Little at [cityadmin@cityofblanco.com](mailto:cityadmin@cityofblanco.com) with any questions and letters of interest.