

Operations & Marketing Internship at a Tour Operator in West Hollywood, CA

Host Company ID: I-0420223



Internship Duration:

6 months, starting between January 1-15, 2016 (40 hours/week)

Compensation:

\$500/month plus \$40/month for cell phone. Use of bike for transportation.

Company:

We are a young, dynamic and rapidly expanding ecotourism company. With one location in the heart of West Hollywood, we are looking to expand and need motivated intelligent self-starters, who work well on teams and take initiative in individual work.

Internship Position:

During the first month, the intern will receive an introduction to our company and acquaint themselves with the basic functioning of the company, from the everyday tasks, to the history of the company, to its plans for growth and expansion. Duties during this time period include:

- Shadowing CEO, CFO and General Manager
- Familiarizing with our product line (taking tours): Intern must be physically fit and able to handle a 32 mile bike tour
- Training on internal booking system, handling email queries, blog, basic website administration, contact database, sales database, invoicing methods
- Training on answering phones and email queries, transferring calls

Tasks and Responsibilities:

- Increasing organic Search Engine Optimization through daily blogging
- Social Media administration
- Networking with potential Clients
- Closing deals, managing sales
- Administering cold calls to increase sales
- Advising CEO and General Manager on marketing to international markets
- Researching for tour information updates
- Ordering office materials
- Administering day-to-day office maintenance
- Running necessary errands for CEO (no driving required)
- Increasing repeat customers through email follow-up and review responses
- Creating promotional materials
- Preparing CEO for trade shows and advising on potential partnerships
- Creating an analytics presentation