The Arizona Office of Tourism (AOT) is currently accepting resumes from interested college students for unpaid internships for the Spring and Summer 2015 semesters. Interns will be working in AOT's integrated advertising department.

Applicants should be working towards a Bachelor's degree in Advertising, Marketing, Communications, Business, Tourism or related field; excellent communication skills and strong computer skills are required.

Interested applicants should send a cover letter and resume to: adintern@azot.gov

Who is the Arizona Office of Tourism?

AOT strives to enhance the state economy and the quality of life for all Arizonans by expanding travel activity and increasing related revenues through tourism promotion and development. AOT's goal is to provide precise, research-driven strategies to achieve this mission while serving as the comprehensive leader in Arizona's tourism industry.

> **What does that mean to you?**
> AOT is *the* single marketing agency responsible for bringing travelers from across the US, and internationally to the state of Arizona. You'll have the opportunity to be part of the integrated advertising team, participating in weekly ad agency meetings, collaborating in the creative process, and learning what it takes to produce strategic consumer advertising campaigns.
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> Within AOT, the advertising department happens to be a fast-moving, fun-loving group, if we do say ourselves. We work hard and meet deadlines, but somehow find time to laugh.

Compensation – this is an unpaid internship.

> **What does that mean to you?**
> That means unpaid. But wait! Our advertising department works diligently to offer interns a hands-on opportunity to promote a world-class travel destination. And you will gain valuable experience to compete for that first big job.

Start/End – Currently available. Internships run until the end of semester (Spring: Jan-April; Summer: May – August; Fall: August – December)

> **What does that mean to you?**
> Send us your resume and cover letter TODAY!

(continued)

Part time/Full time hours are flexible during business hours and will work with intern's schedule. Prefer a minimum of 20 hours per week, but can also accommodate up to 40.

What does that mean to you?
We're flexible. We understand school (and other stuff) can take first priority.

What will you do?

- Be a part of the team in planning/execution of a national advertising campaign
- Attend and participate in internal department and advertising agency meetings
- Assist with social media efforts as needed
- Proof advertising and collateral material as needed
- Participate in ongoing market research/competitive analysis
- Review and update website content for accuracy and enhancement
- Load and edit travel information on agency website, arizonaguide.com
- Assist in the review of images in AOT's photo library to ensure that they reflect AOT's marketing message and are usable to all industry partners interested in promoting Arizona
- Assist ad division as needed upon request

What does that mean to you?
You're going to do a little bit of everything surrounding advertising in the tourism industry. Also, you'll learn some great acronyms.

Find out more about what our agency does at:
Consumer site - www.visitarizona.com
Industry site – www.tourism.az.gov

Or, find us on social media:
www.facebook.com/arizonatravel
www.twitter.com/arizonatourism
www.pinterest.com/arizonatourism
http://instagram.com/visit_arizona