



## **Internship Program with the City of Lancaster Office of Promotion (LOOP)**

Interns with the City of Lancaster Office of Promotion will get hands-on experience assisting with the development and execution of LOOP's special events, coordinating media and public relations efforts in order to market Lancaster City as a visitor destination, and aid in other special projects assigned by the Mayor and LOOP's Advisory Board.

### **Essential Functions:**

- Assist with event logistics including basic design and layout of events, hands-on setup, promotion of events, and staffing during events
- Assist with public relations efforts to market Lancaster City as a destination through social media, [www.VisitLancasterCity.com](http://www.VisitLancasterCity.com), and other promotional materials

### **Required Skills and Abilities:**

- Basic understanding of Word, Excel, Facebook, Twitter, and Instagram
- Ability to write effectively and concisely
- Detail oriented with the ability to prioritize and handle multiple projects
- Some local travel and extended/evening hours may be required

### **Additional Skills and Abilities (Not Required):**

- Familiarity with Lancaster City shops, restaurants, attractions, and layout
- Basic understanding of Wordpress and Google Analytics
- Any of the following skills: basic graphic design, photography, photo editing, blog writing

### **About the Office:**

- The City of Lancaster Office of Promotion or "LOOP" is charged with four main functions: planning the City of Lancaster's special events, marketing the City as a tourism destination, managing the Lancaster City Visitor Center, and permitting the use of parks and public spaces.
- LOOP has 3 full-time employees: a Director, a Special Events Manager, and a Marketing & Communications Manager, and multiple part-time staff serving as Travel Consultants

### **Supervision:**

- Interns will receive supervision from the Director, Special Events Manager, and Marketing & Communications Manager who will review work and results obtained

To apply for an internship please email a resume and a brief cover letter  
to [LOOP@cityoflancasterpa.com](mailto:LOOP@cityoflancasterpa.com) or mail to

**City of Lancaster Office of Promotion**

**P.O. Box 1599**

**Lancaster, PA 17608-1559**