

Sports Tourism Internship Opportunity

**Our Mission:** The **Valley Forge Sports Commission** is a Sales & Marketing Organization committed to creating, marketing, promoting and hosting youth, collegiate and adult sports related events that have a positive economic impact and enhance the quality of life for Montgomery County residents and sports enthusiasts.

As a Sports Tourism Intern, you will be provided the following

* An awareness of the professional nature of sport/tourism/hospitality management through an understanding of the responsibilities set forth in this document.
* The opportunity to have a job experience that will reveal your potential strengths and weaknesses as a professional within the sports-tourism industry.
* An office setting with an opportunity to be on-site at Montgomery County sports facilities to management tournaments and special events.
* The opportunity to apply classroom theories and techniques.

The Valley Forge Tourism & Convention Board agrees to the following:

* Supervise and mentor the student
* Provide degree-related responsibilities and activities
* Complete the midterm and final evaluation for the intern.
* Go over each evaluation with the intern in a timely manner
* Provide the intern & University Supervisor with a copy of each completed form by e-mail (preferred), fax, or mail.
* Indicate number of hours accrued at the midterm and final evaluation

**Our Plan:** The Valley Forge Sports Commission is a Sales & Marketing Organization committed to creating, marketing, promoting and hosting youth, collegiate and adult sports related events that have a positive economic impact and enhance the quality of life for Montgomery County residents and sports enthusiasts.

Valley Forge Tourism & Convention Board Information

a) Internship Location: 1000 First Avenue, King of Prussia, Pennsylvania 19406

b) Intern’s Site Supervisor: Marc Kaminetsky

c) Supervisor Title and Contact Information: Director of Convention Sales & Tourism

d) Description of the agency: 22 Full-Time Employees, Non-Profit Organization

The Valley Forge Tourism & Convention Board is a private, non-profit membership sales and marketing organization which actively promotes the Valley Forge area and Montgomery County as a convention site and leisure visitor destination by promoting patronage of its member hotels, restaurants, attractions and services. The Board represents more than 500 member businesses throughout Southeast Pennsylvania.

The Valley Forge Tourism & Convention Board was established as the Valley Forge Convention and Visitors Bureau by the Montgomery County Commissioners in 1963, making it the officially chartered tourism promotion agency of Montgomery County. It was an agency of Montgomery County until 1999, when the County Commissioners voted to privatize the bureau, while maintaining fiduciary oversight through appointment of the agency's volunteer board of directors.

The Board is now a private organization. Funding comes from a combination of Commonwealth of Pennsylvania grants, membership dues and a tax imposed on visitors occupying the County's more than 8,500 hotel rooms. The Board does not receive funding from Montgomery County.

OUR MISSION is to strengthen economic prosperity within Montgomery County, Pennsylvania, by raising its visibility as a tourism destination for leisure and convention markets. The people of the Valley Forge Tourism and Convention Board work each day to inspire visitors to discover and explore our natural, cultural and historic assets, ultimately increasing room nights for our world-class hotels and driving revenue in our member and partner businesses.

**The Work Schedule & Reporting Requirements:**

2017: Summer and/or Fall Semesters

Hours: to be determined, mostly weekday; and weekend flexible hours as needed

The Student will be required to submit the following:

The Initial Report and Agency Information Report are to be completed within the first week, then three (3) monthly reports throughout the internship experience.

The Internship Site Supervisor will complete a midterm and final evaluation of the intern at midterm and at the end of the internship experience. A Personal Philosophy Paper, Final Report and Final Project is also required.

**Potential Projects** (in consideration):

1) Facility Sports Guide: VFTCB Sports Commission Chairman of the Facility Committee

2) Sports Welcome Program: Create Services Package including Traveling Kiosk Program

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

* Contributes to the success of the Board’s strategic plan and adheres to its core ideology.
* Adhere to internal policies of the VFTCB.
* Responsible for assisting with administrative support for membership sales, sales support and retention.
* Supports members by assisting them with updating their web listings and photos
* Assist with Maintaining Annual Kiosk-Cooper Calendar and working Kiosk-Cooper Events
* Research, collaborate, and create a sports facilities guide
* Assist in the solicitation of new sales leads
* Assist Convention Services with special projects
* Assist with Visitors Services involving potential weekend events

**Education**

* Currently enrolled in an undergraduate or graduate degree seeking program such as Sport/Recreation Management, Tourism/Hospitality Management, Marketing, Communications, Journalism or Public Relations, having completed 15 credits within their major.
* Must be in good academic standing and maintain a GPA of 2.5 or higher.

**Competencies and Skills:**

* Some base knowledge of Montgomery County is preferred; appreciation of the area as attractive for its history, accommodations, dining, nightlife, outdoor recreation, cultural and shopping opportunities
* Excellent interpersonal abilities
* Ability to work in a collaborative environment
* Creativity: Ability to market established entities in fresh and new ways
* Attention to detail
* Comfort with a fast-paced workplace
* Excellent communication, management and sales skills
* Able and willing to travel
* Position requires occasional overnight travel
* Computer capability, experience with Microsoft Office Software.

**QUALIFICATIONS** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**LANGUAGE SKILLS** Ability to read, analyze, and interpret general business periodicals, industry and trade journals, technical procedures or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

**MATHEMATICAL SKILLS** Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

**COMPUTER CAPABILITY:** Knowledge of database management, Microsoft Office Suite, mass mailing and e-mailing, mail merge of word processing and internet research.

**REASONING ABILITY:** Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

**WORK ENVIRONMENT and PHYSICAL DEMANDS:** Must be able to meet the typical physical and emotional demands of a standard office environment. This may include occasional lifting of boxes weighing up to 40 lb.

**REASONING ABILITY:**  Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form. Lead by example.

**WORK ENVIRONMENT and PHYSICAL DEMANDS:** Must be able to meet the typical physical and emotional demands of a standard office environment. This may include occasional lifting of boxes weighing up to 40 lb. The position does require some weekday and weekend travel.