



**Friends of Southwest Virginia &
Southwest Virginia Cultural Heritage Foundation**
One Heartwood Circle | Abingdon, VA 24210
(276) 492-2420 | info@myswva.org

POSTED: 8/24/2017

Career Opportunity:

Marketing & Community Development Intern

OPPORTUNITY:

Job Title: Marketing and Community Development Intern
Organization: Friends of Southwest Virginia
Reports To: Director of Marketing; Community Development Coordinator; Operations Manager
Location: Heartwood – One Heartwood Circle, Abingdon VA 24210

ABOUT FRIENDS OF SOUTHWEST VIRGINIA:

Southwest Virginia includes 19 counties and four independent cities located near the southern and western border of Virginia. The Southwest Virginia Cultural Heritage Commission, established in 2008 by the Virginia General Assembly, takes the lead in developing a creative economy in Southwest Virginia. In 2011, the Commission became the Southwest Virginia Cultural Heritage Foundation, a self-sustaining community development organization with support from the Commonwealth of Virginia Department of Housing and Community Development. Through a supporting non-profit, the Friends of Southwest Virginia, businesses and individuals help artists, crafts people, localities, nonprofits and entrepreneurs mobilize and succeed.

A multifaceted plan identifies the cultural and natural assets of the region; coordinates initiatives, organizations and venues engaged in cultural and natural heritage toward more efficient operations for all partner organizations; and develops a comprehensive strategy and capital improvements plan to maximize the impact of state investments in this significant restructuring effort.

Key initiatives include:

- Branding and marketing Southwest Virginia to the world as a distinct culture and destination
- Developing and sustaining Heartwood: Southwest Virginia's Artisan Gateway
- Expanding outdoor recreation development initiatives and marketing throughout the region
- Planning and implementation of downtown revitalization throughout the region to instill a high quality of life within our communities and promote them to the world for a broad spectrum of economic development opportunities

Efforts to build Southwest Virginia's creative economy are the work of the Southwest Virginia Cultural Heritage Commission. Partners include the Virginia Department of Housing and Community Development, Virginia Tourism Corporation and the Virginia Department of Conservation and Resources. Funding partners include the Tobacco Indemnification and Community Revitalization Commission and Appalachian Regional Commission.

POSITION OVERVIEW:

Objective:

The selected individual will gain a broad range of experience related to both marketing and community development initiatives of Southwest Virginia. The interns can expect to work closely with Southwest Virginia marketing director, executive assistant and community development specialist. The intern's scope of work includes, but not limited to, the following:

- Participate in promotional opportunities for Southwest Virginia's brand
- Content generation for myswva.org and social networks including daily, weekly and monthly publications
- Expansion and verification of Southwest Virginia's inventory database



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- Assist in programs and events that strengthen local economies through their connection to cultural and outdoor assets
- Provide general support to executive assistant, marketing director and community development specialist

Skills:

The selected candidate should be pursuing a degree in communications, marketing, tourism or recreation, and have experience in content development, Microsoft office, and familiarity with general office equipment.

Requirements:

This position is for a minimum of ten hours per work week with option to work remote (interns may work remotely from any of the 19 counties in the region). Should the selected student's course schedule require or allow, accommodations can be made to work additional hours. While this intern position is unpaid, the following will be provided:

- Optional work space in Heartwood: Southwest Virginia's Artisan Gateway in Abingdon, Virginia with Laptop computer and access to Wi-Fi. If working remotely intern will need to provide their own technology and have regular access to internet.
- Office supplies (i.e. printers, paper, pens, etc.)
- Reimbursement for gas expenses for directly related work travel
- Occasional night and weekends

COMPENSATION:

Unpaid internship with limited travel reimbursements. Course credit may be applicable.

HOW TO APPLY:

All resumes and cover letters must be submitted via digital copy to emayo@myswva.org. Additional information or questions should be directed to Emily Mayo, Community Development and Natural Asset Planner (emayo@myswva.org 276.492.2412).

Open until filled. Apply ASAP as earlier applicants have a better chance of being selected for an interview.