

# Say Yes Buffalo Internship Opportunity

Position: Digital Marketing Intern

**Organization Name:** Delaware North

**Location:** Downtown Buffalo

**Website:** delawarenorth.com

## **Organization Description/Profile:**

Delaware North provides a fun, fast-paced and friendly environment for its interns, offering students real-world, real-work learning experiences. Interns will discover how a global hospitality company operates and will work alongside exceptional team members that exemplify Delaware North values: Lean Forward, Come Together, Stand Up, Do Right, Think Guest.

Students will receive **mentoring** and **coaching** and will participate in skill development trainings. Internship opportunities are available at our global headquarters in Buffalo, N.Y., an iconic, 12-story glass-walled building in the vibrant hub of the new and historic Buffalo. The headquarters integrates the latest advances in environmental energy conservation and office design and features cutting-edge technology.

**Internship Duties and Responsibilities:** The individual selected will serve as a community manager within the digital marketing department, scanning various social media platforms and sites to answer questions and resolve customer issues. The ideal candidate will come into the role able to demonstrate strong writing skills and an understanding of the connection between compassionate customer care response and the company's success. Additional responsibilities will include managing social media complaints and responding to customer issues on various digital review platforms and social media sites. This individual will have the unique opportunity to capture, analyze, and share the voice of the customer with the rest of Delaware North.

- Interact with members of the digital marketing team
- Monitor social media platforms such as Facebook, Twitter, YELP, and TripAdvisor for customer complaints and comments. Formulate appropriate response
- Assist with website testing
- Develop appropriate content for the shared social media calendar for various subsidiary

## **Minimum Requirements:**

- Say Yes Scholar in good academic standing, rising Junior or Senior **or** recent Say Yes grad enrolled in graduate school at the time of application

- Area of study: Marketing or Communication
- Analytical thinking
- Hospitality experience or coursework
- Strong focus and/or interest in improving the customer experience and customer service
- Understanding of social media platforms and review sites such as YELP, Facebook, Twitter, Instagram and LinkedIn
- Strong writing and communications skills
- PowerPoint, Microsoft office

**Intern takeaways:**

- Project management
- Analytical Thinking
- Grow Social knowledge

**Duration of employment:** Summer internship dates generally span: **May 20<sup>th</sup> - August 23<sup>th</sup> 2019** – duration of internship is between 10 and 14 weeks. Monday through Friday typical work schedule is **8:30AM-4:30PM**.

**Compensation:** \$12/hour at 40 hours per week for undergraduate students. \$17/hour for graduate students.

**Accommodations:** Delaware North Companies, Incorporated and its subsidiaries consider applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status. Delaware North is an equal opportunity employer.

**To apply:**

1. Submit cover letter, resume and portfolio to [buffalointernships@sayyestoeducation.org](mailto:buffalointernships@sayyestoeducation.org). **Please note: If necessary, Say Yes staff may send you edits or suggestions regarding your cover letter and/or resume. In order to submit your materials by the deadline, please ensure that you check your email and reply promptly.**
2. Upon approval of your resume and cover letter, you will be provided with instructions to complete an online application.

**Please note:** All applicants will be subject to a pre-employment background check and may be subject to a pre-employment drug test depending upon the position and/or client requirements.

**Deadline:** Applications will be accepted on a rolling basis – scholars are *strongly* encouraged to apply as soon as possible.