

Summer 2026 Marketing & Communications Internship

Start Date: June 1, 2026

Pay: \$15/hour

Reports To: Becca Alexander, Digital Marketing Manager

Details: Interns are required to work 15-20 hours per week within office hours of 8 a.m. to 5 p.m. Monday through Thursday. Some Fridays, nights, or weekends may be included, depending on availability and need.

Qualifications

- Student (incoming sophomore or higher preferred) enrolled in college/university-level marketing, communications or tourism/hospitality program.
- Excellent writing, copy editing, and proofreading skills.
- Highly organized and detail-oriented with the ability to manage projects and meet deadlines.
- Social media experience is helpful but not required.
- Knowledge of South Bend, Mishawaka and St. Joseph County history, attractions and points of interest is helpful but not required.
- Photography or videography experience is helpful but not required.

Job Duties

- Draft posts and curate content across Visit South Bend Mishawaka's social media channels to support brand voice, audience engagement, and overall content strategy.
- Help grow VSBM's social media presence on TikTok, YouTube, Pinterest, and Instagram through content collection and distribution as directed.
- Support ongoing user-generated content (UGC) and media library organization efforts within the digital asset management platform to improve content accessibility and long-term marketing efficiency.
- Assist with the maintenance of website content to ensure accuracy, timeliness, and alignment with current campaigns and destination messaging.
- Maintain and update the event calendar, including communication with event hosts, to ensure comprehensive and up-to-date community listings that support visitor engagement.
- Support blog initiatives, including researching, writing, and updating posts, to enhance SEO performance and tell compelling destination stories.
- Research local attractions, restaurants, and events to keep website listings fresh, accurate, and reflective of the evolving visitor experience.
- Assist the marketing team with additional projects as needed, contributing to broader campaign execution and organizational goals.
- Complete a final exit project that synthesizes learning and contributes to VSBM's marketing efforts (project scope to be determined in collaboration with the supervisor).

About Visit South Bend Mishawaka

As the lead destination organization, Visit South Bend Mishawaka promotes tourism and develops the visitor experience in St. Joseph County. The marketing team drives awareness and ultimately converts visitors to the destination through paid advertising, content production, social media and media relations, among other avenues.

Apply for this position by emailing a resume and cover letter to Digital Marketing Manager, Becca Alexander, at balexander@VisitSouthBend.com.



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visitsouthbend.com

