



## Marketing Intern Description

Company:	Chicago's First Lady Cruises Mercury, Chicago's Skyline Cruiseline
Position Type:	Marketing Intern
Start Date:	Flexible; mid-May to early June
End Date:	Flexible; mid-August to Labor Day
Hours:	20 – 25 hours*, including some evening and weekend hours <i>*additional hours available as a seasonal crew member, please inquire</i>
Pay:	\$10.50/hour
Location:	Downtown Chicago
School Year:	In Fall of 2017, one must be currently enrolled in college and have a minimum status of Junior (strongly preferred, though exceptional applications may be considered for those of Sophomore status)

### About the Companies:

Chicago's First Lady Cruises and Mercury, Chicago's Skyline Cruiseline are third and fourth generation owned and operated river and lake cruise lines in downtown Chicago. Chicago's First Lady Cruises is home to the #1 rated Chicago Architecture Foundation River Cruise by day and host to Chicago's most unique private parties and weddings by night. Mercury, Chicago's Skyline Cruiseline is a family-friendly tour with popular daytime and evening River and Lake cruises, a 3D Fireworks Cruise and Chicago's only Canine Cruise.

### Job Description:

If you are looking for an internship that offers hands-on learning across multiple marketing disciplines, encourages innovative thinking and takes place in a fun environment, this is for you! Great for a candidate who likes to "be on the scene" and enjoys meeting new people. Candidates who are creative thinkers, entrepreneurial go-getters, excellent writers and savvy with social media will be successful in this role. Outstanding organization skills and strong written and verbal communication abilities a must.

Job responsibilities may include but are not limited to:

- Familiarizing oneself with brand through various cruise experiences
- Support the Marketing Director and other marketing and admin staff
- Social media support and management across various platforms including Instagram, Facebook, Twitter, Pinterest, LinkedIn and Blog
- Writing support for website, blogs, newsletter and social media
- Crafting and engaging in guerrilla marketing initiatives for Canine Cruise
- Support in executing annual summer Photo Contest
- Support staff at company and outside events promoting our cruises
- Fostering partnerships between cruises and other brands/businesses
- Supporting creative team and marketing agency with marketing collateral feedback
- Participating in meetings with PR and marketing agency and other partners

**Desired Skills:**

- Positive attitude and ethics which support our company's values and culture
- Excellent communicator
- Diverse, superb writing skills
- Organized
- Detail-oriented
- Ability to manage and follow-up on tasks assigned
- Self-starter
- Eagerness to learn
- Outgoing; comfortable initiating conversation with potential and existing cruise guests
- Knowledge of Microsoft Office Suite
- Experience with Facebook, Twitter, Instagram, LinkedIn, Pinterest
- Photography skills a plus
- Enjoys the outdoors

To apply, please send your resume and two writing samples attention to Melanie Mapes, Director of Marketing, at [CFLjobs@cruisechicago.com](mailto:CFLjobs@cruisechicago.com), subject line "Marketing Intern". Please indicate your available start date and desired end date. Resumes submitted without writing samples will not be considered.