

Central Florida Hotel and Lodging Association (CFHLA)

Summer & Fall 2024 Internship Description



CFHLA Mission Statement: We represent the Central Florida Hospitality Industry, by setting the standard of excellence through advocacy, collaboration, education, recognition, and service.

Job Title: Events and Communications Intern

Assists: The Senior Vice President of Membership and Industry Relations, the Senior Director of Events, Events Coordinator and the Director of Communications and Marketing.

Internship Summary:

The Events and Communications Internship is a semester-long internship (summer and fall available), for a student who will commit to 10 to 20 hours per week for a two-to three-month period for hourly pay (\$15/hour). This internship will serve as a support for multiple departments, including CFHLA's Events, Membership and Communications. This position will collaborate with these departments and contribute to the growth and success of the organization and the hospitality industry.

This includes event planning initiatives that support and advance CFHLA's mission, helping to produce social media content, and assisting in membership services.

The ideal individual must be able to handle a wide variety of activities, is punctual and on-time, has a willingness to assist the CFHLA Team and Membership, and enjoys working within a team environment that is mission-driven, results-driven, and community oriented.

Primary Responsibilities:

- Assisting the CFHLA Team by making phone calls to update membership information in our database.
- Help create "Potential New Member" packets.
- Assist with the processing and managing of membership dues/renewal mailings. (Fall Intern)
- Assistance with preparing for upcoming CFHLA events, including:
 - HEAT Tradeshow
 - Patriot Day Remembrance Breakfast
 - Golden Pineapple Awards - Managers Reception
 - Halloween Golf Open
 - Hospitality Gala
- Attend and assisting at these upcoming CFHLA events (as needed), and be able to take photos and record videos:
 - HEAT Tradeshow
 - Patriot Day Remembrance Breakfast
 - Golden Pineapple Awards - Managers Reception
 - Halloween Golf Open
 - Hospitality Gala
- Help create event and/or meeting related support material/collateral for numerous events/meetings including invitations, graphics, programs, PowerPoints, handouts, etc.
- Support CFHLA's Communication Channels to include, but not limited to, the CFHLA Website, E-Newsletters, Print Publications, Office Power Points, and all other communication vehicles as needed.

- Assist CFHLA's Social Media Channels including LinkedIn, Instagram, Facebook, X, and YouTube, with an emphasis on hospitality and tourism information, highlighting our Membership and their activities within the community, and the increased focus of improving the hospitality industry's public image.
- Serve as office greeter for in-house CFHLA meetings.
- Other duties/activities as assigned or necessary.

Qualifications:

- Currently enrolled student focused on achieving a bachelor's degree in marketing, communications, public relations, or related field. Experience in Non-Profit/Associations and/or the hospitality industry PREFERRED.
- Possesses strong written and verbal communication. Must have attention to detail, a commitment to accuracy and be extremely organized.
- Proficient in Microsoft Office (Outlook, Word, Excel, Publisher and PowerPoint), and previous social media experience. Working knowledge of adobe creative suite, website design and functionality, and email/membership databases is a PLUS. Graphic design and/or video production are also a PLUS.
- Strong interpersonal skills with the ability to multi-task, be flexible, adapt to shifting priorities, and prioritize work.
- Possesses a drivers license and/or has reliable transportation.

About the Central Florida Hotel & Lodging Association:

The Central Florida Hotel & Lodging Association is the largest regional hospitality association in the United States. Our membership includes nearly 129,500 hotel rooms throughout Central Florida Region (to include but not limited to Orange, Osceola, and Seminole counties), and nearly 500 "supplier" organizations that do business with the hospitality and tourism industries.

For consideration, please forward a Resume by **Friday, April 19, 2024** to:

Kim Gordon
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Central Florida Hotel and Lodging Association
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CFHLA is an equal opportunity employer.