

MASSACHUSETTS OFFICE OF TRAVEL & TOURISM

MOTT MARKETING INTERN GUIDELINES

WHO WE ARE & WHAT WE DO:

The Massachusetts Office of Travel & Tourism (MOTT) is the state agency dedicated to promoting Massachusetts as a year-round leisure travel destination to help stimulate the Massachusetts economy by generating state and local tax revenues, creating jobs and supporting the growth of travel-related businesses. In calendar year 2016, 24.5 million domestic visitors, 1.7 million overseas visitors and 634,0000 Canadians visited Massachusetts and generated \$20.7 billion in direct spending, \$1.4 billion in state and local taxes and supported 139,100 in-state jobs and \$4.8 billion in wages paid.

MOTT serves as a leader in the tourism industry and works in tandem with the 16 legislatively-mandated Regional Tourism Councils, Chambers of Commerce, Convention & Visitors Bureaus and public and private businesses to promote tourism to and within the Commonwealth of Massachusetts. The Massachusetts Sports Office, the Massachusetts Film Office and the Commonwealth Marketing Office also operate within MOTT. For more information, please visit our website: www.massvacation.com.

MARKETING INTERN OPPORTUNITIES:

Each semester, MOTT offers unpaid internship opportunities within its marketing department. Most of the internships are used as course credits and MOTT works with area colleges and universities to help students complete necessary paperwork, monitor their requirements such as number of hours to be completed, weekly journals and visits from their advisors. (For students who are not working towards course credits, MOTT requires a minimum of 22.5 hours for the week).

EXPERIENCE AND LEARNING OBJECTIVES:

MOTT interns experience real-time projects as they assist in integral aspects of various marketing, research, public relations and special projects. MOTT interns work with the MOTT staff and are encouraged to contribute their opinions and suggestions about the projects to which they have been assigned or those they wish to work on. We work toward helping the interns develop project management skills as they work either independently or in a team environment. MOTT interns learn about the importance of tourism as well as about state and local government. MOTT's interns build a substantial and professional portfolio of work which is filed online.

INTERN CONTACT:

Phyllis M. Cahaly, CMD, Director of Partnership Marketing, is MOTT's marketing internship coordinator. Students will be supervised on a daily basis by Ms. Cahaly, as well as other MOTT staff members, who will assign and monitor tasks as needed. Ms. Cahaly's contact information is: phyllis.cahaly@mass.gov; direct line: 617-973-8509.

OFFICE HOURS:

Monday-Friday, 9:00 am – 5:00 pm

If interns are sick, or anticipate being late, we ask they please contact Ms. Cahaly in advance by either email or phone: phyllis.cahaly@mass.gov; direct line: 617-973-8509.

MOTT MARKETING INTERN DUTIES

MOTT internships may include, but are not limited to the duties listed below. Responsibilities change with the season and staff needs and provide a variety of tourism marketing promotions:

MOTT Domestic/PR Marketing

- Organizes leads from trade shows and prepares as database for posting
- Assists in populating the monthly culinary calendar activities:
(massvacation.com/eat/type/culinary-tourism/culinary-tourism-events/#calendar)
- Search out unique ideas for the 50 under \$50 events (<http://www.massvacation.com/50-under-50/>)
- Review photos and prepare Flickr photo sets and tags (<https://www.flickr.com/photos/masstravel/sets>)
- Manages the RSVP's for industry meetings
- Assists MOTT marketing & PR team with research, writing assignments, blogs or design projects
- Assist research director with Google analytics, monthly Travel Stats publication and other tasks
 - Manage the front reception desk on a rotational basis by answering and directing phone calls, greeting visitors, gathering and retrieving/distributing office mail.
- Other directives as they occur for sports, film and Commonwealth Marketing offices

MOTT International Marketing

- Updates press clippings and send out to org mentioned in clips
- Organizes leads from trade shows and prepares as database for posting
- Help develop info for 'What's New?' flyers with new regional offerings
- Manages the RSVP's for the Tourism U sessions
- Prepares and delivers welcome bags for FAM tours

MOTT offers a clean, comfortable and open work environment for the interns in our beautiful open and sunny building located atop the Boston Public Market in Boston's North End. We typically have several college interns situated in the same location and they each have their own work-station and equipment. Interns are welcome to use MOTT's kitchen amenities and supplies such as the coffee machine, refrigerator and microwave. There are a variety of restaurants on the first level which offer either student or building discounts.

Massachusetts Office of Travel & Tourism

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