



Paid College Internship

The Destination Panama City Paid College Intern supports the organization's mission by providing information about Panama City to visitors and residents through the Panama City Visitor Information Center, inquiry fulfillment, and additional communication channels.

Depending on their professional track of interest, the intern may assist with campaign development, social and digital content creation, press release drafting, event planning and execution, and other duties as assigned. All interns will gain experience in initiative budget development, documentation, and post-initiative reporting.

The intern reports directly to the President & CEO. Unless otherwise approved, the internship term is four months. Interns must be available to work evenings and weekends, with a schedule ranging from a minimum of 15 hours to a maximum of 20 hours per week. Compensation is \$15 per hour; no additional employment benefits are provided.

Scope of Duties – Destination Panama City Paid College Intern

The Destination Panama City Paid College Intern will support a variety of organizational initiatives across visitor services, marketing, communications, and event execution. Duties may include, but are not limited to, the following:

Visitor Services & Community Engagement

- Serve as a front-line ambassador at the Panama City Visitor Information Center by welcoming guests and providing accurate, engaging information about local attractions, events, dining, and accommodations
- Respond to visitor inquiries via phone, email, and digital platforms in a timely and professional manner
- Assist with maintaining a clean, organized, and well-stocked visitor center environment

Marketing & Communications

- Assist in the development and execution of marketing campaigns aligned with Destination Panama City's brand strategy
- Create and curate social media content, including photography, short-form video, and written captions
- Support website updates and digital content management as needed
- Draft press releases, blog posts, and other promotional materials for review



Event Planning & Execution

- Support planning and on-site execution of Destination Panama City signature events and partner events
- Assist with event logistics, vendor coordination, setup, breakdown, and attendee engagement
- Provide post-event support, including data collection, recaps, and reporting

Research, Data & Reporting

- Assist with data collection related to visitor engagement, events, and marketing initiatives
- Support the development of initiative budgets, tracking of expenses, and documentation processes
- Contribute to post-initiative reporting, including summaries of performance metrics and outcomes

Administrative & Organizational Support

- Provide general administrative support as needed, including filing, inventory tracking, and coordination of materials
- Attend team meetings and contribute ideas to enhance programs and initiatives
- Perform additional duties as assigned to support the overall mission and operations of Destination Panama City

Other Duties: As assigned as they related to brand activations, special projects, and community engagement.

What You'll Gain

The Destination Panama City Paid College Internship is designed to provide meaningful, hands-on experience in the tourism and destination marketing industry. Interns will leave the program with tangible skills, professional exposure, and real-world accomplishments that support future career success.

Professional Experience

- Hands-on involvement in marketing campaigns, event execution, and visitor engagement initiatives
- Exposure to the inner workings of a destination marketing organization (DMO) and public-private partnerships
- Direct collaboration with industry professionals, community stakeholders, and local businesses

Skill Development

- Practical experience in content creation, social media strategy, and brand storytelling
- Introduction to budget development, expense tracking, and ROI-focused reporting
- Strengthened communication, organization, and project management skills in a fast-paced environment



Portfolio-Building Opportunities

- Creation of real-world work samples, including social media content, campaign contributions, and event support documentation
- Opportunities to contribute to high-visibility community events and initiatives
- Experience that can be directly translated into a professional portfolio or resume

Mentorship & Career Exposure

- Direct access to leadership, including the President & CEO, with opportunities for guidance and mentorship
- Insight into career pathways within tourism, marketing, event management, and economic development
- Networking opportunities with regional partners and industry leaders

A Front-Row Seat to Impact

- The opportunity to play a role in shaping how Panama City is experienced by visitors and residents alike
- A deeper understanding of how tourism drives economic development and community vitality

Qualifications & Skills:

- Must possess the ability to portray and project a professional image.
- Must possess the ability to exercise initiative, good judgment, and tact when representing the Panama City Community Development Corporation.
- Must possess the ability to effectively communicate through written and verbal means.
- Must possess strong interpersonal skills and have demonstrated attention to detail.
- Must be able to work independently and as part of a team.
- Must possess above average to excellent computer skills; proficiency in Microsoft Office is required.
- Must be enrolled in an accredited degree program in marketing, communication, event management, or journalism.
- Knowledge of Panama City amenities is a plus.

Please send resumes and cover letters to info@destinationpanamacity.com