

Visitor Intercept Internship Description



Category: Part time

Position Type: Volunteer/unpaid

Schedule: TBD on an individual basis

Position Description:

Reporting to the Marketing Coordinator, the Visitor Intercept Intern will be responsible for the creation of a visitor data collection survey, data collection via visitor interception interviews, and compilation of study results in a comprehensive report. Data collection will focus on visitation characteristics and inspiration, visitor knowledge, perceptions, attitudes, and behavior, and demographics. The intern will ensure that all visitor interactions are delivered in a friendly and professional manner and that responses are recorded appropriately. Depending on the progress made in data collection, this internship may also include a visitor observation component.

Qualifications:

The ideal candidate will bring energy, enthusiasm and professionalism to this position. The ability to follow a planned approach to data collection such as by visitor arrival patterns, property location, and demographic are a must. Intern candidate must maintain attention to detail and be flexible in modifying intercept interview plans when needed to meet weekly goals. Strong communication skills are required. Familiarity with visitor research, survey development and execution, and/or data collection is required, along with proficiency in computer software related to the position such as Microsoft Word and Excel.

Essential Duties and Responsibilities include but are not limited to:

- Creating a visitor intercept interview survey to collect data, in coordination with the Marketing Coordinator
- Developing visitor intercept interview process outlining an approach methodology that eliminates personal bias, in coordination with the Marketing Coordinator
- Creating a standard introduction to use when intercepting visitors, including a) who you are, b) what you are doing, c) your purpose, d) how long the interview will take and e) asking permission to administer the interview
- Conducting data collection both indoors and outdoors via visitor intercept interviews
- Creating a means for data compilation and compiling data either on a regular basis or at the end of the study
- Creating a comprehensive report at the end of the study, including information on research duration, methods, findings, analysis, and recommendations
- Positively representing Castle in the Clouds as a brand ambassador

To Apply: Please submit cover letter and resume to Amy Bishop at marketing@castleinthecLOUDS.org.

Last Updated 04 / 08 / 2019