



## DIVERSITY APPRENTICESHIP PROGRAM – 2019

**BACKGROUND:** As the official destination marketing organization (DMO) for Baltimore, Visit Baltimore is charged with bringing groups and conventions as well as individual leisure travelers to Baltimore, MD. Together with the Visit Baltimore Education & Training Foundation, and with the support of Destinations International, we are pleased to once again offer a unique apprenticeship program providing **one recent graduate/young professional unparalleled on-the-job experience in our industry followed by guaranteed employment.**

**OBJECTIVE:** To provide Baltimore's emerging professionals from underrepresented communities the opportunity to learn via on-the-job experience in the destination marketing and hospitality industries, and, position those individuals for long-term professional success in a leadership capacity.

**STRUCTURE:** A program supported in part by the Destination & Travel Foundation, the central tenants of Baltimore's program are as follows:

- 1 apprentice with a focus on ethnic and/or gender diversity;
- ~600 hours (*up to but not exceeding 6 months*) providing substantial experience working across multiple departments within the DMO\* as well as exposure to industry partners; and
- Paid stipend during the program (at least \$15/hour), and, guaranteed employment at (minimum) a coordinator level upon successful completion (*if a position cannot be offered at Visit Baltimore or a participating partner, SearchWide will assist in Baltimore and/or out-of-market placement*).

**\*SEE 2019 TRACKS & FOCUS AREAS FOR MORE DETAILED INFORMATION**

### **APPLICANT BENEFITS:**

- Gain valuable work experience and executive shadowing
- Build your skillset and resume, merging academic theory with practical application in the workplace
- Learn about the internal workings of a DMO across multiple departments
- Exposure to local stakeholders and community partners
- Guaranteed employment
- Access to DI student membership (*must have an undergraduate degree*) and other benefits

### **APPLICANT CRITERIA:**

This is a highly competitive program. Applicants should meet the following universal eligibility requirements:

1. **Aged 18 – 28** and a **Resident of Baltimore City (preferred) or Baltimore metro region**
2. **Recent graduate** (or anticipated completion by/before May 2019) holding an Associates, Bachelors OR Masters degree in an applicable field (please refer to **2019 TRACKS & FOCUS AREAS**)
3. **Holding at least one year of relevant tourism industry experience** acquired through either employment, internship(s) and/or other volunteering.
4. **Identifying with an ethnic background and/or having a gender preference recognized as helping to assure diversity.**
5. **Possessing a strong work ethic, a passion for learning, and abundant curiosity**

## **APPRENTICE REQUIREMENTS:**

- Committ to 600 Hour Apprenticeship (not to exceed 6 months; flexible start date after January 2019 but must finish before August 31, 2019) with availabiliy to working at least 30 hours per week.
- Adhere to program policies and procedures of Visit Baltimore and any additional host destination partners
- Perform all duties as assigned
- Complete a program survey / post-apprenticeship evaluation

**Note:** *While performing the duties of the apprenticeship, the employee is frequently required to sit and talk or hear. Employee may be requested to lift materials of up to twenty-five pounds. Reasonable accommodations may be made to enable individuals with disabilities to perform the essentials functions*

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## **2019 TRACKS & FOCUS AREAS**

Visit Baltimore is seeking applicants to complete a majority (at least 400 hours) of the posting in one of the following tracks:

### **1. Operations Apprentice**

*Example projects/tasks will include:*

- Assisting Research by deploying surveys, conducting sales analysis, building & organizing results, and running economic impact calculations;
- Providing cash-flow and operations management support inclusive of budget and A/P processing for the main office, as well as the Visitor Center through the retail store, ticket sales, postal unit, and interaction with visitors and volunteers;
- Supporting the delivery of the Certified Tourism Ambassador program; and,
- Assiting IT through projects geared to optimize the organization's technology systems (including SharePoint, Outlook & Office 365 products) as well as various department's specific technology needs and solutions.

*Preferred skills:* Detail oriented and organized; knowledge of accounting practices, databases and systems, including at least Windows, MAC and Office 365 applications, but possibly also possessing VMWare, Active Directory, Exchange console, Networking and/or Basic troubleshooting skills. Ideally holds a degree in (Business) Management and/or Administration, Information Systems, Accounting, or similar.

### **2. Marketing Apprentice**

*Example projects/tasks may include:*

- Collecting and securing approvals for image use on social meda;
- Conducting content research with partners, coordinating the collection of written and visual assets;
- Assisting with the production of dynamic content such as cinemagraphs;
- Assisting with member outreach in support of marketing projects;
- Fact-checking stories for publications and for the web;
- Assisting with marketing events and on-site activations as needed; and,
- Tracking the distribution of marketing assets and promotional swag such as T-shirts and other giveaways.

*Preffered skills:* Robust knowledge of social media platforms and their usage, particularly FB and IG; solid writing abilities and polished verbal communication skills; and, the availability to work events in the

evenings and on weekends. Ideally holds a degree in Marketing, Mass Communications, Multi-media Journalism, or similar.

### 3. Sales & Services - Events & Tradeshow Apprentice

- Strategic Event ROI Project - Assist sales and research in the development of an YOY analysis ascertaining ROI on key tradeshow and events such as ASAE Annual meeting and Expo and IMEX as well as In-Market Sales Mission by determining the number of leads, sales conversion and key account touch points generated at each event.
- Assist Sales and Services team with the planning and on site logistical execution of Strategic Hosted client events to include convention services planning meetings, customer site inspections, as well as marketing related efforts to build attendance.
- CRM/Data base management - Assist sales with research relative to the ongoing Top Account updates & Account Universe "Road Map" project.

*Preferred Skills:* Detail oriented and organized; knowledge of CRM practices, databases and systems, including at least Windows, MAC and Office 365 applications, ideally holds a degree in Hospitality and Tourism, Liberal Art or (Business) Management and/or Administration.

**The balance of the Apprenticeship will be spent shadowing all other DMO departments including Executive Office as well as external industry partner experience** (tailored to track functional area and apprentice interests).

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## **APPLICATION INSTRUCTIONS**

- **Complete & Sign the APPRENTICESHIP APPLICATION FORM inclusive of completed essay responses on a separate sheet**
- **Submit with your application form:**
  - Professional Resume
  - University Transcript or other verification of degree(s) awarded/to-be awarded
  - At least two (2) letters of recommendation from an academic or professional reference that support your application and track selection

### **SEND ALL MATERIALS:**

By Email      [foundation@baltimore.org](mailto:foundation@baltimore.org) (Subject: Apprenticeship Application)

By Mail      Attn: Visit Baltimore Foundation, 100 Light Street, 12<sup>th</sup> Floor, Baltimore MD 21202