BACKGROUND:
Visit Baltimore, the official sales and marketing organization for the City, understands the critical role tourism plays in workforce development and the economic vitality of a community. After all, the travel industry is currently the third largest employer for Baltimore City, supporting 86,000 local jobs, and generating $10 billion dollars in visitor spending during a typical year.

BIPOC (Black, Indigenous, and People of Color) talent and leadership is vastly underrepresented in our industry. Under the leadership of CEO and president Al Hutchinson, the Visit Baltimore Education & Training Foundation partnered with Destinations International and SearchWide Global in 2017 to form a Diversity Apprenticeship Program. This program offers emerging leaders from underrepresented communities and diverse ethnic backgrounds the opportunity to gain firsthand experience working in destination marketing and the hospitality industry.

When COVID-19 decimated the travel industry and forced Visit Baltimore’s Foundation to put its Diversity Apprenticeship Program on hold, Guinness Open Gate Brewery came up with the investment needed to keep this program alive for many years to come. This unprecedented act of generosity is just one of the many actions the brewery has taken to demonstrate its unwavering support for Black lives and the fight against social injustices.

The beauty of travel has always been its ability to expose us to people, places, and experiences different from our own. Visit Baltimore and Guinness Open Gate Brewery are thrilled to offer this reimagined program as we create more pathways for underrepresented populations in our respective industries.

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

STRUCTURE: The central terms of the Diversity Apprenticeship program are as follows:
- 1 apprentice with a focus on ethnic diversity;
- At least 600 hours providing substantial experience working within a department of the Destination Marketing Organization (DMO), with Guinness Open Gate Brewery as well as exposure to industry partners; and
- Paid stipend during the program (at least $15/hour), and transportation support.
- Guaranteed employment at (minimum) a coordinator level upon successful completion
If a position cannot be offered at Visit Baltimore or a participating partner, Searchwide Global, a full-service executive recruitment firm primarily for companies in the travel, tourism, hospitality, convention, association, and venue management industries will assist with Baltimore and/or out-of-market placement.

*SEE 2021 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

**APPLICANT CRITERIA:**
This is a highly competitive program. Applicants should meet the following universal eligibility requirements:
1. Aged 21+, no DUI history and a Resident of Baltimore City (preferred) or Baltimore metro region
2. Interest in the hospitality/travel/tourism sector
3. Identify as BIPOC or another under-represented or minority group
4. Possessing a strong work ethic, a passion for learning, and abundant curiosity

**APPRENTICE REQUIREMENTS:**
- Commit to 600 Hour Apprenticeship (not to exceed 6 months unless noted; flexible start date after (3/15/21) but must finish before (9/31/21) with availability to working at least 25-30 hours per week.
- Adhere to program policies and procedures of Visit Baltimore, Guinness Open Gate Brewery, 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*

**2021 TRACKS & FOCUS AREAS**

Visit Baltimore is seeking applicants to complete a majority of the posting (400 hours) in one of the following tracks. Other hours will be spent learning the operations, marketing and sales initiatives with Guinness Open Gate Brewery and other industry partners.

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,
• Assisting 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:
• Researching and writing/editing short content pieces for the Visit Baltimore website, email newsletters and/or publications
• Developing website pages using the Word Press content management system (CMS) under the direction of the Visit Baltimore Publications Manager
• Assisting with the coordination and implementation of recurring meetings to stakeholder groups such as the Cultural Tourism Advisory Committee
• Organizing and filing of creative assets for archival and grant submission purposes

Preferred soft skills: Ability to work independently and as part of a team is critical. Problem solving and excellent verbal and written communication.
Preferred hard skills: Comfort learning new technologies or software programs; basic working knowledge of Wordpress.

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 tradeshows 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 with research relative to the ongoing Top Account updates & Account Universe “Road Map” project.
• 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.
• Support team with market deployment efforts including the development of bid books and pitch decks
• CRM/Data base management - Assist sales with research relative to the ongoing Top Account updates & Account Universe “Road Map” project.
• Assist Convention Services with ad hoc requests and projects (i.e. Medical Concierge, Meet Local)

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.
(tailored to track functional area and apprentice interests).

APPLICATION INSTRUCTIONS
Complete & Sign the APPRENTICESHIP APPLICATION FORM inclusive of completed essay responses on a separate sheet. Submit with your application form:
• Professional Resume
• If applicable, 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: RESUMES@BALTIMORE.ORG (Subject: Apprenticeship Application)
By Mail Attn: Visit Baltimore Human Resources, 400 E Pratt Street, 10th Floor, Baltimore MD 21202