



236 Walnut Avenue  
Lakeside, OH 43440  
internships@lakesideohio.com  
www.lakesideohio.com  
www.facebook.com/LakesideOhio  
www.twitter.com/LakesideOH

## *2012 Lakeside Leadership Academy (Internship)*

### **WHAT IS LAKESIDE?**

Lakeside is a family vacation destination that provides personal enrichment opportunities to nurture mind, body and spirit. Conveniently located 20 minutes west of Cedar Point on the Marblehead Peninsula, Lakeside offers a summer programming season. With daily concerts, special events, educational seminars, recreational opportunities, Victorian cottages, two hotels, shops, restaurants and an historic movie theater, Lakeside remains a summer retreat for generations of families.

### **WHY SHOULD I APPLY?**

The Lakeside Leadership Academy internship program offers opportunities to build a solid skill base from which to launch any successful career. During the summer, earn income while having fun in the sun, meeting worldwide travelers, developing new friendships and networking connections, and discovering your potential. This unique experience is unparalleled with excitement, variety, challenge and long-lasting growth. On your days off, visit nearby Cedar Point, Put-in-Bay, Kelleys Island, the Marblehead Lighthouse and other local attractions.

### **2012 INTERNSHIPS:**

- Advancement/Fundraising
- Arts/Entertainment Management
- Educational Programming
- Group Sales/Events
- Hospitality Management
- Journalism/Marketing
- Journalism/Newspaper Editor
- Operations
- Youth Education/Music (*filled with returning intern*)

### **INCENTIVES:**

Lakeside offers a competitive internship compensation package, which includes a seasonal stipend, housing, season gate pass for Chautauqua programming, as well as career networking opportunities.

### **ELIGIBILITY:**

The ideal candidate is enrolled in a college/university; at minimum, a second-year undergraduate student. Graduate students and recent college graduates are also accepted. Applicants must be available to work days, evenings, weekends and holidays from May 14 to at least Aug. 15.

### **HOW TO APPLY:**

Applicants must submit:

- Cover letter (indicate the top 3 internship positions that interest you)
- Resume
- Minimum of 3 references
- Minimum of 3 writing samples required for Advancement/Fundraising, Educational Programming, Journalism/Marketing, Journalism/Newspaper Editor and Operations positions (i.e. press releases, newspaper articles, newspaper layouts, book reviews/critiques and/or academic papers no more than 2 pages in length)

Only electronic submissions will be accepted, including follow-up. Send materials to internships@lakesideohio.com. In the subject line, indicate the top 3 internship positions that interest you. Priority consideration will be given to applications received by Jan. 3. The final deadline is Feb. 6.



236 Walnut Avenue  
Lakeside, OH 43440  
internships@lakesideohio.com  
www.lakesideohio.com  
www.facebook.com/LakesideOhio  
www.twitter.com/LakesideOH

## *2012 Journalism/Marketing Internship*

The Journalism/Marketing Intern works collaboratively with the Director of Marketing and the *Lakesider* Editor to conduct all promotional and marketing strategies of the organization. Responsibilities include, but are not limited to: preparing weekly e-newsletters, managing multiple social media accounts, photographing and promoting events, generating press releases and providing content for the weekly *Lakesider* newspaper.

This internship requires a working knowledge of Adobe InDesign, Photoshop, Illustrator and Microsoft Publisher. The ideal candidate possesses excellent writing, communication and leadership skills; maintains the ability to work in a team-oriented environment; and is a highly organized individual capable of meeting deadlines. The Journalism/Marketing Intern is expected to work nights, weekends and holidays and reports directly to the Director of Marketing.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES (PLUS OTHER DUTIES AS ASSIGNED):**

- Produce press releases for Lakeside programming and events
- Submit press releases in a timely manner to media outlets
- Compile and schedule weekly e-newsletters
- Manage multiple social media accounts and update as needed
- Create flyers and posters to promote Lakeside events
- Conduct interviews for the *Lakesider* newspaper
- Submit articles for the *Lakesider* newspaper
- Update content on the Lakeside website
- Write Lakeside Leadership Academy articles for the *Lakesider* newspaper
- Photograph special events and maintain picture database
- Attend weekly Editorial Committee meetings for the *Lakesider* newspaper
- Edit the *Lakesider* newspaper as needed
- Distribute the *Lakesider* newspaper on Friday afternoons and assist with Saturday morning delivery
- Draft/edit additions to the Marketing/Public Relations Intern Standard Operating Procedures Manual
- Participate in all LLA activities, forums and gatherings throughout the summer
- Make an oral presentation to the Lakeside community regarding summer internship experience

### **FOR MORE INFORMATION, PLEASE CONTACT:**

LLA Coordinator  
internships@lakesideohio.com

### **HOW TO APPLY:**

Applicants must submit a cover letter (indicate the top 3 internship positions that interest you), resume, minimum of 3 references and at least 3 writing samples. Writing samples include press releases, newspaper articles, book reviews/critiques and/or academic papers no more than 2 pages in length.

Only electronic submissions will be accepted, including follow-up. Send materials to internships@lakesideohio.com. In the subject line, indicate the top 3 internship positions that interest you. Priority consideration will be given to applications received by Jan. 3. The final deadline is Feb. 6.