



Job Title:	Internship – Business Development	Job Category:	Internship
Location:	Work from home and/or from Canalside Inn 34 6 th St. Rehoboth Beach, DE	Department:	Business Development
Compensation Type:	- Commission opportunities - Eligible for discretionary bonus award	Internship Period:	90 days – Possible continuation upon successful completion of internship
Course Credit Bearing:	Earns credit for Internship	Travel requirement:	Travel may be required
HR Contact:	Dr. Bryan J. Deptula	Position Type:	Part-time or Full-time
Will Train Applicant(s):	Will Train Applicant(s)	Date Posted:	03/16/2020
Applications Accepted By:	Online Submission only Interview(s) required	Posting Expires:	When position filled

Company Description

Canalside Inn is an upscale, pet friendly, Boutique Hotel and Inn located in Rehoboth Beach, DE; a place where you can bring your families for vacation, reserve the whole Inn for your entire wedding party, as well as work with colleagues for a mid-week business retreat. Canalside Inn feels like both a place to meet and celebrate with loved ones in chic accommodations, and a place to escape from the office to focus leadership teams on growing your business. Owners, Dr. Bryan and Kristen Deptula, create a one-of-a-kind guesthouse that blends a carefree guest experience with a training, development, and strategic executive retreat environment.

Job Description

Job Summary

The Internship – Canalside Inn is offering an amazing opportunity in the Hospitality and Tourism industry. This internship involves the opportunity to gain critical real world experiences doing exciting work, in a resort destination. Intern will coordinate, and participate in, business development through create and implementing marketing and sales strategies for the purpose of generating and growing sales of Canalside Inn guest accommodations and services.

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General Requirements

Being reliable, responsible, and dependable, and fulfilling obligations, being careful about detail and thorough in completing work tasks, being honest and ethical, developing one's own ways of doing things, guiding oneself with little or no supervision, and depending on oneself to get things done, appropriate attire. Employees to work on their own and make decisions. Corresponding needs are Creativity, Responsibility and Autonomy.

Role and Responsibilities

- Engage in Marketing and Sales activities for CANALSIDE INN guest accommodations and services
- Meet performance criteria, sales goals, and customer contact outreach targets
- Work with supervisor to determine sales potential
- Monitor the preferences of customers and address customer feedback
- Possible front desk duties, engaging with guests

Business Development Activities

- Contact potential clients on behalf of Canalside Inn for communication, marketing, sales
- Participate in activities and engagements for the sale of services
- Generate, edit, publish and share daily content (original text, images, video) on social media that builds meaningful connections, increasing engagement and action taking
- Optimize company pages in each platform to increase visibility of company's social content
- Respond to comments and customer queries in a timely manner.

Education and Experience

- Minimum high-school degree. Working towards Bachelor's or Master's degree in Business Administration, Marketing, or related field required.
- Experience in social media/digital marketing

Knowledge

- The ideal candidate must have a general and growing knowledge of:
 - Technology
 - Social media/digital marketing
 - Principles for promoting and selling products or services.
 - Customer and Personal Service
 - Communications and Media –inform and entertain via written, oral, visual media

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Skills

- Active Listening – Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- Coordination – Adjusting actions in relation to others' actions.
- Critical Thinking – Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- Reading Comprehension – Understanding written sentences and paragraphs in work related documents.
- Service Orientation – Actively looking for ways to help people.
- Social Perceptiveness – Being aware of others' reactions and understanding why they react as they do.
- Active Learning – Understanding the implications of new information for both current and future problem-solving and decision-making.
- Computer – Microsoft Office Word, Excel, Powerpoint, Teams, Notes, Email, Onedrive. Apple computer products.
- Presentation – Willing to learn how to present one's ideas and thoughts to clients using presentation software (e.g., Powerpoint, Slides), video conference, webinar.

Approved by:	Dr. Bryan J. Deptula	Date:	March 17, 2020
Signature:		Date:	March 17, 2020

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