



## **Sales & Marketing** *Internship Guidelines*

*Lake Austin Spa Resort  
1705 S. Quinlan Park Rd  
Austin, TX 78732  
512-372-7300*

### **About Lake Austin Spa Resort**

Nestled along the shores of scenic Lake Austin in the beautiful Texas Hill Country, Lake Austin Spa Resort offers guests the luxury of a world-class spa and the warmth of a best friend's lake house.

Lake Austin Spa Resort offers all-inclusive vacation packages, which include accommodations in one of 40 charming lakeside guest rooms, three gourmet meals daily, unlimited indoor and outdoor fitness activities and classes and a selection of luxurious spa and body treatments.

### **Awards**

- # 1 Destination Spa – North America, *Condé Nast Traveler* Reader's Choice Awards 2008
- # 2 Destination Spa – North America, *Condé Nast Traveler* Reader's Choice Awards 2007
- Top 5 Spa, *Zagat Survey* 2007, 2006, 2005, 2004 and 2003
- Top 15 Spa, *Travel + Leisure* World's Best Awards 2007, 2006 and 2005
- Top 10 Spa, *Celebrated Living* Magazine 2007 and 2006
- Top spa in six categories, *Spa Finder* 2007

### **About Internship**

**Position Title:** College Intern

**Immediate Supervisor:** Sales & Marketing team, including Director, Manager and Associate

**Length of Program:** One semester

### **Major Function:**

To gain practical knowledge of the destination spa resort and day spa environments with the goal of employment in the marketing/communications/hospitality field after

graduation. Assist the Sales & Marketing team on various projects related to the marketing tactics, reporting, creative and the website.

### **Internship Role & Responsibilities**

Student Interns assist with various marketing/communications functions, including but not limited to:

- Data entry of guest feedback
- Website updates, maintenance and review
- Public relations coordination
- Marketing collateral coordination across the property
- Scanning and/or organizing press clips and image library

### **Selection Criteria:**

- Pursuing a two or four year degree in marketing/communications/hospitality/business
- Excellent communication skills
- Ability to perform all physical requirement of assigned job
- Optimum candidate will have flexible schedule and be able to work evenings, weekends and holidays
- Has demonstrated leadership ability in past employment and/or class projects
- Must be able to commit fully to assigned tasks and be willing to work on any project assigned
- Must demonstrate at all times a positive attitude in past classes/employment and provide references that verify this behavior
- Must successfully complete a series of interviews with current resort management
- Must have excellent professional references
- University must have student workers compensation insurance

### **Internship Benefits:**

- You will learn the behind the scenes and front line business aspects of one of the top destination spas in the country
- You will have the opportunity to meet and work on marketing projects that span different marketing channels including email, online, print and radio
- You will receive a discount on spa services and in our retail shops
- You will have access to all classes- mind body, traditional fitness and outdoor activities and our newly renovated training room with Cybex equipment
- You will work in a beautiful environment on the shores of Lake Austin

### **As an intern you will be expected to:**

- Attend an orientation and a customer service training
- Develop an understanding of a destination spa
- Meet general expectations of all LASR employees
- Complete a project related to marketing
- Meet any school requirements
- Be flexible, reliable and a self starter
- Have good computer skills
- Be detailed oriented
- Enjoy people and have strong customer service skills

### **Additional Guidelines:**

- Internship must be a requirement of a class at the university.
- Intern will be expected to attend weekly management meetings and provide input from the current area of the hotel in which they are assigned.
- Intern will be expected to follow grooming standards and dress appropriately. This may include wearing a uniform which would be provided.
- Intern will be expected to complete an orientation as any other staff member would do and follow the guidelines presented to them.

**Days/Week, hours:**

- 3-5 days per week
  - (Minimum 3 days per week)
- 20-40 hours weekly
- Everyday might be a little different - new challenges, new projects

**Non-paid**

- This is a non paid internship. The student must be received college credit for the time spent interning at our resort.

**Housing**

- Housing is not provided. You must have your own housing in the Austin area.

**Contact Information**

Human Resources Department

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Sales & Marketing Department

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