



Position Title: Social Media and Content Intern

Department: Marketing

Reports to: Marketing Manager

Primary Objective

As a Social Media and Content Intern, you will work in our marketing department. You will be responsible for planning social media calendars, creating social media posts, and assisting the social media team with brainstorming campaigns. In order to provide new and educational content, your role would also include basic research into local and regional trends and activity to provide fresh content. This may also include drafting blogs and articles to supplement social media content.

Major Areas of Accountability

- Manage the social media calendar
- Brainstorm campaign ideas
- Research relevant topics for blogs and articles to support social media content
- Post on various social media platforms such as Facebook, Instagram and LinkedIn
- Analyze analytics to gauge the success of campaigns

Knowledge and Skills Required

- ❖ Excellent knowledge of social media platforms.
- ❖ Knowledge of analytical tools.
- ❖ Creative mindset.
- ❖ Ability to multitask.
- ❖ Ability to work in a team.
- ❖ A degree in Communication or a related field.
- ❖ Prior experience with marketing or social media.

Supervisor:

- Paul C Watson, Chief Strategy Officer

Location:

- Office - 8201 S Congress Ave, Austin, TX 78745

Hours:

- 20 - 30 per week

Salary:

- \$15 per hour

Required Materials for Application:

- Resume + Cover Letter