

Marketing and Communications Intern (Fall)

Classification: Non-exempt – Intern
Supervisor: Special Projects Coordinator and Marketing Coordinator

Purpose of Position in Skillpoint Alliance

Under the supervision of the Special Projects and Marketing Coordinators, the Marketing and Communications intern provides support in the planning, promotion and execution of Youth College and Career (YCC) programs, with particular emphasis on Central Texas *FIRST*® LEGO® League (FLL) and other Technology & Education Executive Council (TEEC) programs and initiatives.

Position Description

The Marketing and Communications Intern collaborates with the Special Projects and Marketing Coordinators, as well as the Director of the TEEC as needed, to ensure YCC program delivery. This includes all aspects of program planning and promotion including social media design, website management, ongoing program outreach, and event coordination and execution. In turn, Skillpoint staff will work to ensure the Marketing and Communications Intern gains professional experience as a result of the position, allowing the Intern to take initiative on projects, learn about Public Relations, gain exposure to the non-profit sector, and develop his/her writing skills.

Responsibilities:

- ❖ Marketing and Communications
 - ◆ Collaborate on development of PR campaigns
 - ◆ Manage social media
 - ◆ Draft press releases
 - ◆ Draft articles for newsletters
 - ◆ Edit web copy and update information on organization's website
 - ◆ Prepare publicity brochures, handouts and promotional materials
 - ◆ Update and maintain media contacts
 - ◆ Locate opportunities for branding and increasing name awareness
 - ◆ Other communications/marketing duties as assigned
- ❖ Event Coordination
 - ◆ Support YCC programming and events, especially via promotion
 - ◆ Assist with securing and booking venues and vendors
 - ◆ Monitor adherence to event timelines and production schedules
 - ◆ Maintain event databases: inputting and confirming event registrations, registrant contact information and producing post-event data as needed
 - ◆ Assist at events as needed

Location/Hours/Schedule

- ◆ Skillpoint Alliance Offices 201 E 2nd Street, Suite B, Austin Texas 78701
- ◆ Part-time: Non-Exempt; 12-20 hours per week
- ◆ Any time 8:00am-5 pm M-F
- ◆ Occasional off-site evening or weekend event work may be required

Physical demands

- ◆ Work is both sedentary and mobile—indoors.
- ◆ In-town travel (mileage compensated).

Required Skills

- ◆ Excellent verbal, written and visual communication skills
- ◆ Strong interpersonal skills
- ◆ Ability to work independently and as part of a team
- ◆ Ability to manage multiple time-sensitive projects
- ◆ Detail-oriented
- ◆ Self-starter
- ◆ Proficient in Microsoft Office Suite
- ◆ Interest in youth/education, nonprofits and economic development issues

Preferred/Additional Skills

- ◆ Knowledge of Adobe Illustrator and Photoshop
- ◆ Interest in event-planning and coordination

Required Education / Experience

- ◆ Some education or experience in public relations/marketing/writing
- ◆ Currently pursuing a Bachelor of Arts degree in Marketing, Communications or related field

Compensation

- ◆ Skillpoint staff will work to ensure internship is eligible for course credit
- ◆ \$1,000 honorarium upon completion of the fall semester