

# Marketing and Event Planning Intern

---

**Classification:** Non-exempt – Intern  
**Supervisor:** TEEC Director

## *Purpose of Position in Skillpoint Alliance*

Under the supervision of the Technology & Education Executive Council (TEEC) Director, the Marketing and Event Planning Intern provides support in the planning, promotion and execution of Central Texas *FIRST*® LEGO® League (FLL) and other TEEC programs and initiatives.

## *Position Description*

The Marketing and Event Planning Intern collaborates with the TEEC Director and Special Projects Coordinator to ensure FLL 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 Event Planning Intern gains professional experience as a result of the position, allowing the Intern to take initiative on projects, learn about event planning, marketing, and communications, gain exposure to the non-profit sector, and develop his/her writing skills.

### **Responsibilities:**

- ❖ Event Coordination
  - ◆ Support TEEC 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
- ❖ 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 organizational websites
  - ◆ 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

### **Location/Hours/Schedule**

- ◆ Skillpoint Alliance Offices: 201 E 2<sup>nd</sup> Street, Suite B, Austin Texas 78701
- ◆ Part-time: Non-Exempt; 15-20 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**

- ◆ Experience with HTML and basic web design
- ◆ Knowledge of Adobe Illustrator and Photoshop
- ◆ Interest in science, technology, engineering or math (STEM) fields

**Required Education / Experience**

- ◆ Some education or experience in marketing/communications/public relations
- ◆ 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 stipend upon completion of the fall semester