



ROSIE GARCIA AGENCY
STATE FARM
2108 HUNTER RD., SUITE 102
SAN MARCOS, TX 78666
512-392-8050

JOB DESCRIPTION

Position: Marketing Intern
Department: Marketing
Reports To: State Farm Agent

Intern Location: San Marcos, Texas

SUMMARY: The Marketing Intern is accountable for the successful marketing of the Agency brand, products and services.

DUTIES AND RESPONSIBILITIES:

- Create and execute integrated, targeted and metrics oriented campaigns in support of Agency goals and sales targets
- Develop and implement strategic communications plan and platforms to drive consumer awareness of and consideration for State Farm's product line
- Maximize existing local/regional media relationships while cultivating new ones resulting in steady volume of accurate and positive feature stories and news coverage to contribute to the visibility of Rosie Garcia State Farm products and services.
- Build and maintain relationships with key reporters and editors
- Partner with marketing teams to plan and implement integrated marketing public relations campaigns in conjunction with trade shows and large events.
- Assists in planning of Agency's advertising and promotional activities including, print, electronic, radio and television.
- Prepare and/or assist with
 - Competitive analysis of other carriers advertising/promotions
 - Market positioning
 - Market research
 - Creation of training materials for current promotions
 - Website Updates
- Coordinates the promotional efforts for the Agency.
- Tracks and maintains promotional and advertising budget
- Develops and executes promotional plans and programs, both short and long range, to ensure Agency growth and expansion.
- Recommends products and services for upcoming promotions
- Executes on local community events and supports field employees with appropriate materials
- Evaluates the effectiveness of local events/advertising programs
- Analyzes market and business requirements and develops business cases for future promotions

- Creates product and marketing requirement documents to facilitate implementation, including market requirement documents, feature descriptions, storyboards and data flow diagrams
- Develops promotions/campaigns targeted at acquiring the Hispanic customer segment
- Works with sales to ensure promotions match to target customer requirements
- Works closely with sales teams in implementation of promotional campaigns, branding, seasonal displays and traffic-building activities
- Work effectively with entire team to ensure both internal and external customer expectations are met or exceeded at all times.

Additional Job Duties and Responsibilities:

- Perform other duties and responsibilities as required to fulfill job function or as assigned.

Knowledge, Skills, and Abilities:

Knowledge of:

- Experience with internal communications AND Consumer Public Relations.
- Knowledge of viral marketing and social media tactics.
- Experience with and knowledge of the Associated Press style.
- Familiarity with new and emerging public relations/communications tools required
- Time management and organizational skills.
- Strong project management skills and the proven ability to meet deadlines.
- Marketing Major

Supervisor Acknowledgement (Sign Name)

Date

Employee Acknowledgement (Print Name)

Date