



## **Marketing & Communications Internship in Fast-Paced Business Environment**

Are you a creative self-starter with an interest in business? Are you looking for real world experience with in-house branding and messaging? The Greater San Marcos Partnership (GSMP) is the regional economic development corporation that was established in 2010 to encourage and nurture economic growth in the fast-growing corridor between Austin and San Antonio, Texas. Our service area includes the City of San Marcos, and all of Hays and Caldwell Counties.

GSMP is currently seeking a Marketing & Communications Intern to work in our office up to 20 hours a week.

Our mission is to enhance and diversify our area economy through business attraction, retention, workforce development and marketing as defined in our five-year strategy, Vision 2020. GSMP promotes the region around the U.S. and internationally to attract high quality companies in addition to working with our existing companies through an active business retention and expansion program.

GSMP has a fast-paced work environment and we seek talented employees who crave learning new skills and aren't afraid to tackle big projects. As an intern you will get to work with a variety of our executive staff and board members, and will work on real projects that will help you grow professionally.

### **What You Will Learn:**

- Public relations tactics such as media relations, press release drafting and story pitching;
- Event programming, marketing, and management;
- Brand development, implementation, and execution;
- Messaging strategies in- and out-of-market;
- Website development from a creative and content perspective;
- Defining and tracking metrics;
- Project management;
- Social media for professional entities; and
- Relationship building with sponsors, vendors, and more.

### **What We Require:**

- Background in Marketing, Communications, or other related discipline.
- Highly organized and motivated, with an ability to prioritize time-sensitive assignments.
- Fearless – not afraid to be a bold and outside the box thinker.
- Proficient use of the Microsoft Office Suite, including Word, Power Point and Excel.
- Preferred knowledge of Constant Contact, Hootsuite, InDesign, and standard social media platforms.

This is a paid internship based on an hourly rate.

To apply please submit your resume, cover letter and any relevant samples to Ashley Gossen, Director of Marketing & Communications, at [ashleyg@greatersanmarcostx.com](mailto:ashleyg@greatersanmarcostx.com).