

Amy's Ice Creams – Marketing/PR Internship

Amy's Ice Creams has been serving homemade super premium ice cream for over 27 years. Started after Amy Simmons graduated from Tufts University and moved to Austin, Amy's Ice Creams has grown to 15 locations in Austin with locations in Houston and San Antonio. At Amy's we believe in three basic principles, great service, high quality product and community engagement. We use these three principles to guide our mission, "To Make People's Day!"

Description:

Amy's Ice Creams Marketing & PR Intern will work directly with the Amy's Marketing & PR Coordinator at least 3 days a week completing marketing projects & tasks related to current company sales goals. Interns are asked to complete one marketing project a semester. Our internship program offers the opportunity to learn real world skills in Guerrilla marketing, online/digital media marketing & story-telling through popular distribution channel all funneled through the view of the Great Game of Business.

Responsibilities and Tasks:

- Write & schedule updates to social networks
- Reach out to New Media (blogger, writers, photographers) contacts
- Review Media Database for active story submissions
- Write Content for online distribution
- Assist in the production of promotional events
- Complete online maintenance of social & online properties.
- Extend Amy's Brand to non-profits through donation programs
- Attend Great Game Huddles

Skills:

- Strong written skills (We do a lot of writing in the Marketing Departments)
- Strong organization skills
- A passion for storytelling & communicating
- Basic knowledge of the Google Apps Suit (Gmail, google docs, spreadsheets, news, alerts reader etc.)
- Basic Knowledge of Facebook, Twitter, LinkedIn, Yelp. etc.

Requirements:

- Smartphone (Negotiable)
- Laptop
- Completed Freshman & Sophomore year of college

Other Information:

Able to work up to 20 hours. Required to work at least 10 hours weekly.

Interested?:

Please email cover letter and resume to aaron@amysicecreams.com.

Internships are available year round and flexible to fit with any schedule. Get more information by calling Aaron Clay, Marketing Director, (512) 458-6149 x518 or emailing aaron@amysicecreams.com.