



# Kidventure Summer Marketing Internship

**Internship Position:** Summer Marketing and Communications Internship

**Duration:** Summer (June 6-August 5)

## **Internship Description**

We are seeking an internship position in both our Houston and Austin offices. Candidate must be looking to be part of a dynamic, high-energy company and be willing to participate in the marketing strategy, development and implementation during our summer camp months.

- **Marketing Project: Summer Marketing Plan**

Working with our marketing team to design a marketing plan whose objective is to bring greater exposure to Kidventure and new campers. We will target 3 groups in this objective:

1. Current Campers
2. Current Parents
3. Staff

- **Social Media**

Work with Kidventure to schedule social posts, collect collateral and post to outlets.

**Our Outlets:**

Facebook

Twitter

Instagram

Pinterest

And Others

- **Communications**

Work to create a communications plan for the summer season. Oversee the accurate and successful implementation of all communications and coordinate with the overall marketing plan

**Communications Platforms**

Mailchimp

Email

Remind  
Set Up Scheduled Blasts  
Online Newsletters

- **Website**  
Participate in making necessary updates to the website at Kidventure.com
  
- **Handouts**  
During the summer, design and create and distribute any handouts for camp that are in line with our communication and marketing efforts.

**Qualifications**

Candidate must have a major related to the internship objectives. Must be hard working, creative and passionate about learning and improving. Candidate must be very familiar with most social media platforms, versed in website updating and have a strong communicational skill set.

**Internship is non-paid**

To apply contact Mike McDonell at 512.263.8992 or email at [mike@kidventure.com](mailto:mike@kidventure.com)