



**School Fuel San Marcos**  
102 Wonder World Dr.  
Suite 304 - 120  
San Marcos, TX 78666

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## **Intern Job Description: Marketing and Communications Intern**

School Fuel began in the spring of 2013 as a 3-month pilot project in one San Marcos CISD elementary school serving children identified by the school as 'homeless' who came to school hungry on Monday mornings. By the end of the 2014-15 school year the program was providing 414 children in three elementary schools with food for 4 meals and 4 snacks over the weekend. School Fuel is a 100% volunteer non-profit organization. The goal is to provide for hungry children in all six San Marcos CISD elementary schools, the two district middle schools and the high school. However, we will not be able to add new schools and children until we have sustainable funding in place at least a year in advance.

### Position:

Marketing and Communications Intern (*volunteer*)

### Description:

School Fuel seeks a dynamic, self-starter to assist in developing marketing and communications efforts. This internship is an excellent opportunity to experience various aspects of marketing for a small non-profit organization.

### Responsibilities:

- Develop, update and maintain School Fuel's social media presence; Facebook, Twitter, Flickr and other social media accounts.
  - Develop, plan, write and manage newsletters, e-blasts and e-newsletters.
  - Explore the feasibility of using public service announcements; TV, radio, movie, public events.
  - Draft, distribute and pitch news releases, media alerts and other stories.
  - Manage editorial and event calendars.
  - Design flyers, graphics, e-vites and other marketing material.
  - Update School Fuel's website regularly.
  - Create a comprehensive database of targeted businesses and community organizations.
  - Collaborate with School Fuel's board and team leaders on new ideas, directions and tools for marketing and communications.
  - Prepare weekly reports and maintain regular contact with the School Fuel supervisor.
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Qualifications:

- Firm grasp of available tools and platforms in the social media space.
- Understanding of the basic principles of public relations and/or marketing.
- Have excellent written and oral communication and interpersonal skills.
- Ability to work well independently and in a team.
- Ability to communicate in a professional manner with press and community contacts.
- Understand new technologies and their application to marketing principles.
- Proficiency in Microsoft Word, Excel, Internet, Power Point and Outlook required.
- Classification as a Junior or Senior.

Start Date:

Position open until filled, requires a semester commitment.

Hours:

Very Flexible

Compensation:

Currently this is an unpaid internship.

To Apply:

Contact either:

Diane Breedlove @ [dianepbreedlove@hotmail.com](mailto:dianepbreedlove@hotmail.com)

Scott Hamby @ [s\\_hamby@hotmail.com](mailto:s_hamby@hotmail.com)