

## **Texas State – Office of Community Relations**

### **Job Title: Marketing Intern**

#### **Job Description:**

##### Objective:

To gain experience in the area of marketing for a non-profit organization

##### Purpose:

To coordinate specific Bobcat Build sponsored events/programs through developing marketing materials, logistical planning, public relations, and civic partnerships, while working with the Bobcat Build Community Team board members, sponsors and City of San Marcos.

##### Goal:

1. To develop materials for Bobcat Build Student Planning Committee directors, BB Community Team board members and Texas State student committee advisors to use to recruit sponsorships, job sites, and develop other partnerships
2. To serve as project manager for the Bobcat Build Kick-Off event and other activities, developing materials, handling logistics and securing sponsors.
3. To develop marketing materials to increase the presence and positioning of Bobcat Build and the Office of Community Relations.

A binder will be created to present to the Director of Community Relations at the end of the internship with each event/program filed with a summary of the event and logistical information such as budget items (transportation, meals, supplies and equipment), contact information, list of students, agenda, and promotional materials.

#### **Qualifications:**

##### Education/Knowledge:

Upper level marketing/public relations and/or management courses.

Knowledge of current practices in public relations field as well as basic computer applications is recommended.

**Experience:**

Any experience in event planning and fundraising is beneficial. Applicants who show motivation and the will to gain experience will be considered as well.

**Skills:**

Ability to work with a wide array of persons, including the city officials, university leaders and business owners. Must be a self-starter and highly organized. Must possess strong oral and written communication skills with attention to detail.

**Application Instructions:**

Drop off, mail, email or fax resume and cover letter to:

Mail:

Office of Community Relations  
Texas State University  
601 University Drive  
San Marcos, TX 78666

Drop Off:

Office of Community Relations  
River House  
304 N. CM Allen Parkway  
(Across from Eskimo Hut)

Fax:

512-245-7972

Email to:

[communityrelations@txstate.edu](mailto:communityrelations@txstate.edu)