



## McCoy's Building Supply Marketing Internship (multiple positions)

McCoy's Building Supply is seeking applications for paid interns to assist and be trained as a Legacy Leadership coach.

**Title:** Marketing Intern in Legacy Leadership

**Background:** This paid intern position will provide valuable marketing related experiences and training (120 hours) offering experience in Consumer and B to B Marketing using social media, email, internet marketing and marketing analytics, plus professional/personal development as a Legacy Leadership Coach (80 hours). McCoy's Building Supply is supporting the McCoy College of Business in facilitating a Legacy Leadership course number MGT 4390 to be offered on a recurring basis beginning the Spring 2015 semester. Legacy Leadership coaches will be eligible to serve as a student aid for course number MGT 4390 beginning in the Spring 2015.

**Qualifications:**

1. Junior, first semester Senior or Graduate student.
2. Available in the Fall semester on Mondays – late afternoon/early evening for Legacy Leadership Coach training.
3. Available for 8-10 hours weekly at McCoy's Building Supply Headquarters, 1350 IH 35 North, San Marcos, Texas 78666.
4. Available to serve in a MGT 4390 class for the Spring 2015 semester as a paid student aid.
5. Knowledgeable of social media networks and how they are used by companies to create communities and attract customers. Prefer experience in Facebook, Twitter, Pinterest and YouTube. LinkedIn and other social network capabilities a plus. Student will learn how we use our social media as part of overall marketing strategy.
6. Strong written and verbal communications skills with the ability to engage with marketing teams to brainstorm ideas for new and innovative marketing/advertising programs.
7. Proficient in Outlook, Word, Excel and PowerPoint.
8. Creative and agile thinker. Organized with the ability to prioritize time-sensitive projects.
9. Open to learning new ways of looking at business/customer relationships.

<b>Option 1: Social Media</b>	<b>Option 2: Marketing Analysis</b>
<ul style="list-style-type: none"> <li>• Experience manipulating and editing graphics, photographs, text and layouts using Photoshop, InDesign and Illustrator a huge plus.</li> <li>• Interest in learning how to target a desired segment of customers or prospects using social media.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience using spreadsheets, graphs and formulas in Excel.</li> <li>• Knowledgeable in Google Analytics, search engine optimization (SEO), search engine marketing (SEM), Pay Per Click (PPC) and/or Pay Per Impression (PPI) campaigns at a basic level would be preferable.</li> </ul>

**Primary Responsibilities (including but not limited to):**

1. Comply with McCoy’s employment standards and company policies.
2. Online research for assigned duties and projects.
3. Learning/understanding customer history and preferences and contributing to decisions on promotional campaigns (products and messaging).
4. Attend and participate in team meetings and training sessions as scheduled.

<b>Option 1: Social Media</b>	<b>Option 2: Marketing Analysis</b>
<ul style="list-style-type: none"><li>• Writing and posting to our social media channels by following approved posting and commenting protocols established by department management.</li></ul>	<ul style="list-style-type: none"><li>• Monitoring email, website, search, social, direct mail analytics/results for the company on a weekly basis.</li><li>• Exposure to business intelligence, reporting and analysis.</li></ul>

**Benefits for Student:**

1. Distinguished recognition as a McCoy Building Supply Intern.
2. Extensive “Real Work” experience.
3. Legacy Leadership training in self-awareness, conflict resolution, team building and **Exceptional Customer Experience**.
4. Mentoring relationships and networking.
5. Team building experiences and templates.
6. Exposure to a family owned business doing “Business as Unusual”.

**Compensation:** Ten dollars per hour.

**To Apply:** Go to [mccoys.com/careers](http://mccoys.com/careers), click on CURRENT JOB POSTINGS and select the Title “Texas State Legacy Leadership Internship”