



Center for Relational Leadership Marketing Internship (multiple positions)

The Center for Relational Leadership 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 marketing using social media, email, internet marketing and marketing analytics, plus professional/personal development as a Legacy Leadership Coach (80 hours). CRL is supporting the McCoy College of Business in facilitating a Legacy Leadership course number MGT 4390 which is offered on a recurring basis in the Spring semester. Legacy Leadership coaches will be eligible to serve as a student aid for course number MGT 4390 in the Spring.

Qualifications:

1. Junior, first semester Senior or Graduate student.
2. Available in the Fall semester on Monday 3:30pm – 6:30pm for Legacy Leadership Coach training weekly at McCoy’s Building Supply Headquarters, 1350 IH 35 North, San Marcos, Texas 78666.
3. Available for 8-10 hours a week at CRL -2511 S. Lakeline Blvd, Cedar Park, TX 78613
4. Available to serve in a MGT 4390 class for the Spring 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 assist in expanding 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.
10. Comfortable in a “faith friendly” environment as CRL’s parent organization provides services and resources to the Faith Community.

Option 1: Social Media	Option 2: Marketing Analysis
<ul style="list-style-type: none"> • Experience manipulating and editing graphics, photographs, text and layouts using Photoshop, InDesign and Illustrator a huge plus. • Interest in learning how to target a desired segment of customers or prospects using social media. 	<ul style="list-style-type: none"> • Experience using spreadsheets, graphs and formulas in Excel. • 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.

Primary Responsibilities (including but not limited to):

1. Comply with CRL’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.

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

Benefits for Student:

1. Distinguished recognition as a CRL 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 relational coaching team doing “Business as Unusual”.

Compensation:

1. Ten dollars per hour.

To Apply: Contact Lisa Benavides at lisa@crleadership.com or (210) 542-4022