



Marketing Internship Opportunity

About the Main Street Program for San Marcos, TX (www.sanmarcostx.gov/mainstreet):

San Marcos received official Main Street Designation from the Texas Historical Commission in 1986, after starting the program in 1984 as a self-initiated project. The San Marcos Main Street Program is a program of the City of San Marcos and follows the guidelines of the Texas Main Street Center and National Trust for Historic Preservation.

Main Street is a developmental program designed to capitalize on the unique character of the downtown commercial district. Programs and projects are developed to address the needs of downtown San Marcos.

Intern Responsibilities:

- Creates data reports, measuring outcomes and developing strategies for a wide variety of issues
- Ongoing outreach with downtown business owners and stakeholders using print, online and in-person methods.
- Monitors online reputation and exposure
- Assists with downtown events
- Creates marketing pieces for on and off-line promotions
- Performs office duties assigned by Program Manager and Coordinator
- Develops and assists in marketing trainings for downtown business owners

Experience:

- Adept in Microsoft Office
- Familiarity with online and social media marketing strategies and metrics

Degrees (Preferred but not limited to):

[Advertising and Mass Communication BS](#)

[Communication Design BFA](#)

[Communication, Mass BA](#)

[Electronic Media and Mass Communication BS](#)

[Geography-Urban and Regional Planning BS](#)

[Geography-Geographic Information Science BS](#)

[Journalism and Mass Communication BS](#)

[Marketing BBA](#)

[Public Relations and Mass Communication BS](#)

Interested? Submit resume to Samantha Armbruster, Main Street Program Manager, at SArmbruster@sanmarcostx.gov.