



COMMUNICATIONS AND PUBLIC RELATIONS INTERN

Reports to: Meredith Balzen, Communications Coordinator
Position Status: Intern (paid)
Possible Start Date: November 2016
Possible End Date: March 2017

About the San Antonio Stock Show & Rodeo:

Established in 1949, The San Antonio Stock Show & Rodeo has grown to be one of the largest and most prestigious single events in the city, with over 1.5 million visitors entering the grounds each year. The success of the organization is attributed to over 6,000 volunteers who give countless hours to the organization. With community, donor and volunteer support the organization has donated \$160.1 million to the youth of Texas through scholarships, grants, endowments, auctions, a calf scramble program and show premiums. For more information, visit www.sarodeo.com

Position Summary:

The Social and Digital Media Intern responsibilities may include, but not limited to the following:

- Assist in developing and implementing social media strategies aimed at increasing awareness and boosting ticket sales at The San Antonio Stock Show & Rodeo
- Photography for use in print and electronic communications
- Collaborating with other departments (Livestock, Horse Show, Attractions, etc..) to update and maintain information, on website mobile app and social media platforms
- Develop graphic and written content for social media platforms, Rodeo performances, website
- Provide a wide variety of administrative support to the department

Required Skills, Education & Qualifications:

- Seeking or obtained a Bachelor's degree in Journalism, Public Relations, Communications or related field
- Proficiency in Microsoft Office suite and Adobe Suite Products
- Familiarity and facility with mainstream social media platforms
- Photography and videography experience encouraged
- Detail oriented with strong written and verbal communication skills
- Strong time management and organizational skills with the ability to multitask
- Quick learner with the ability to self-motivate and work in a team environment
- Must be able to lift and/or carry 30 pounds and have a high stamina for long days
- Must have reliable transportation

Schedule Availability:

- Pre/Post Rodeo (November-December)— Available Monday-Friday with hours mutually agreed upon
- Pre Rodeo- (January 1- February 8)— Available Monday- Friday with select Saturdays
- Rodeo (February 9-26, 2017) – Available Monday-Sunday (7 days a week)
- Post Rodeo (late February-March)— Available Monday-Friday
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To apply, send resume and writing sample to: Meredith Balzen at meredith@sarodeo.com and mention “**Social and Digital Media Internship**” in the subject line.