Job Description - Outdoor Recreation Marketing Internship

JOB SUMMARY
Marketing internships are available for three different types of media. Specific position responsibilities included below are dependent on semester and program needs. Outdoor Recreation Marketing Interns will assist the Graduate Assistant and the Assistant Director of Outdoor Recreation in the daily marketing efforts of the Outdoor Recreation Program. Climbing Center Interns will develop the digital and physical marketing necessary to promote and capture Outdoor Recreation programming.

QUALIFICATIONS
- Current CPR and First Aid certifications, or the ability to obtain within one month of start date.
- Strong writing skills and work ethic.
- Experience in Adobe Creative Cloud software including Photoshop, Illustrator and InDesign, or other relevant software.
- Knowledge of, and experience with outdoor recreation equipment and activities.
- Must have basic knowledge of outdoor recreation/or willingness to immerse into the field upon hire.

PREFERRED QUALIFICATIONS
- Proficient in Adobe Creative Cloud software including Photoshop, Illustrator, and InDesign.

SPECIFIC DUTIES & RESPONSIBILITIES

Social Media
- Develop copy ideas from concept through produced materials with an emphasis on creating dramatic results for our audience.
- Copywriting for patron-facing materials with a consistent tone and voice for print, website, social media outlets (Facebook, Instagram, Twitter), and internal communication as needed.
- Post accurate information promoting various Campus Recreation events, activities, and programs on social media outlets used by the department on a consistent basis.
- Monitor, listen and respond to users in a “Social” way by engaging in dialogues and answering questions where appropriate.
- Assist with creating social media posting schedule for academic year.
- Help train student staff on social media best practices.
- Research social media trends and present to staff.

Print Media
- Design promotional material (posters, print ads, brochures, event support (invitations, signage) utilizing Adobe Create Cloud software.
- Copywriting for patron-facing materials with a consistent tone and voice for print, website, social media outlets (Facebook, Instagram, Twitter), and internal communication as needed.
- Ability to reformat graphics for web.
- Work closely with the Assistant Director of Recreation to ensure a cohesive message and look across all design projects and materials.
- Maintain style formatting and design standards set by University.
- Assist with preparation of projects.
- Prepare files for proofs, print and final outputs.
Video/filmography
This specialization requires someone with the knowledge of digital imaging, computer editing systems, software and related equipment as well as exhibit creative concepts of editing composition.
- Must be skilled in Adobe Premiere or After Effects for video and Photoshop or Lightroom for photos.
- Effectively use DSLR, lighting and audio production techniques and equipment operation.
- Perform production functions involving lighting and audio recording.
- Responsible for numbering and filing images and video.
- Must be skilled in utilizing YouTube for video purposes.
- Work closely with the Assistant Director in scheduling photo/video shifts to record various activities.

General Responsibilities
- Staff Outdoor Recreation information tables and distribute promotional materials at various Texas State programs throughout the year
- Attend ongoing and special events to document via photography/video
- Print, cut, laminate, distribute/deliver posters and signage for departmental needs as directed
- Participate in the brainstorming of ideas and design of various promotional materials
- Clearly articulate, enforce and educate patrons on all rules, policies and procedures
- Actively participate in collaborative work and development

PAY SCALE & HOURS
Unpaid Internship: 400-hour Internship Program