



Seasonal Social Media Internship (Spring 2027)

We are looking for a Seasonal **Marketing Intern** to assist the Marketing Manager with marketing, creative content, and merchandise for the Fall. This is an opportunity to take on the challenge of working in a fast-paced, customer-driven non-profit, in an environment that is exciting, motivating, challenging and fun!

This is a short-term, paid position for the Spring of 2027. The term is from January 7th through April 2nd. The pay rate is \$10 per hour. The expected commitment will be 40 hours per week during regular business hours with occasional weekend work at events.

Who We Are:

Since 1938, Rodeo Austin has been a mission with a rodeo that has brought heritage and entertainment to our community. We are funded by a month-long real western experience held every March, where Rodeo-goers get to do things they can do nowhere else - including a ProRodeo, one-of-a-kind concerts, a carnival and a livestock show. We are Rodeo Austin, a not-for-profit that provides real experiences and gritty fun to raise millions for Texas kids.

What You'll Do:

- Assist Marketing Manager in office, fairgrounds, and at events
- Assist with social media content and planning for Facebook, Twitter, Instagram and TikTok
- Assist with social media responses via messaging and commenting
- Assist with media planning, promotions, and campaigns
- Assist with social media content creation including videos for TikTok and Instagram Reels
- Assist department with rodeo production needs
- Draft and edit press releases
- Assist Marketing Manager with planning for Cowboy Breakfast event
- Assist with outside promotional events for Rodeo Austin

What You'll Need:

- Currently enrolled in an undergraduate program or recently the recipient of a bachelor's degree in Marketing, Business, Public Relations, Communications, Event Planning, Performing/Visual Arts & Entertainment, Digital Media, Social Media or a related program/degree
- Strong interest and/or experience in advertising, marketing, event coordination, public relations
- Knowledge of/Proficiency in Microsoft Office programs (bonus points for Experience with Adobe Creative Suite)
- Knowledge of Social Media, Social Media planning, Google AdWords
- A strong work ethic with a positive attitude
- Organization skills and resourcefulness
- A self-starter mentality with an interest in learning new things and a high level of comfort working in a changing environment
- Ability to remain poised and professional under pressure
- Valid driver's license

Perks & Benefits:

- Hands on, real life experiences that help you hone your talents
- This is an hourly position and a paid internship. The pay rate is \$10 per hour
- The chance to be part of something bigger – a mission with a Rodeo raising millions for Texas kids

Not sure if you Qualify?

That's okay! if you're interested in the role and believe you could be a good fit, we encourage you to apply!

Rodeo Austin is an equal opportunity employer, and we value diversity. All aspects of employment will be based on merit, competence, performance, and business needs.

Please send cover letter, resume, and list of references to:

Lindsay Night, Marketing Manager
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