



## Marketing Internship Job Description – Junior Achievement of Central Texas

- **Position:** Marketing Intern
- **Location:** Austin, Texas (hybrid work environment)
- **Duration:** Fall 2023

### *About Junior Achievement:*

Junior Achievement (JA) is a nonprofit organization dedicated to inspiring and preparing young people to succeed in a global economy. JA's vision is that "Opportunity is for Everyone." JA experiences focus on financial literacy, entrepreneurship, workforce readiness, and equipping K-12 students with essential skills for their future success.

### *Position Overview:*

Are you a creative and driven individual looking to gain valuable marketing experience while making a positive impact on the lives of young people, and helping elevate Junior Achievement's mission? Junior Achievement is seeking a Marketing Intern to join our dynamic team. This internship offers a unique opportunity to work on meaningful projects and develop skills in marketing, communications, and nonprofit management.

### *Key Responsibilities:*

- **Content Creation:** Assist in creating engaging and informative content for Junior Achievement's website, social media platforms, newsletters, and other communication channels.
- **Social Media Management:** Help manage and grow Junior Achievement's presence on social media platforms, including content scheduling, monitoring, and engagement.
- **Email Marketing:** Support the execution of email marketing campaigns, including drafting and designing emails, segmenting lists, and analyzing performance metrics.
- **Event Promotion:** Assist in promoting Junior Achievement events, workshops, and fundraisers through various marketing channels.
- **Data Analysis:** Collaborate in analyzing marketing data to track the effectiveness of campaigns and provide insights for continuous improvement.
- **Graphic Design:** Create visually appealing graphics and materials for marketing and promotional purposes using design software.
- **Research:** Conduct market research and competitive analysis to identify trends and opportunities for Junior Achievement.
- **Collaboration:** Work closely with the Marketing Team to implement marketing strategies and contribute to team projects.
- **Helping create a Relationship Matrix** of key companies and individuals JA has a relationship or partnership with in the Austin area.

### ***Qualifications:***

- Strong written and verbal communication skills.
- Proficiency in Microsoft Office Suite and basic design software (e.g., Canva).
- Familiarity with social media platforms (e.g., Facebook, X, LinkedIn, Instagram, and TikTok).
- Basic understanding of email marketing platforms (e.g., MailChimp, Constant Contact).
- Self-motivated, detail-oriented, and able to meet deadlines.
- Enthusiasm for JA's mission.

### ***Benefits:***

- Hands-on experience in marketing and communications within the nonprofit sector.
- Exposure to a supportive and collaborative team environment.
- Networking opportunities with professionals in the nonprofit and education sectors.
- Opportunity to make a positive impact on the lives of young people.
- Potential for academic credit, if applicable.
- Competitive hourly pay.

### ***How to Apply:***

Interested candidates should submit their resume to [Emily@jacentex.org](mailto:Emily@jacentex.org) by Friday, December 8, 2023.