



TexProtects

Champions for Safe Children

Position | Communications and Marketing Intern

Location | 512 E. 11th STE 201, Austin, Texas, 78701

Supervisor | Director of Public Policy

Time Commitment | Summer and/or Fall 2020

Agency Mission:

The mission of TexProtects is to protect Texas children from the trauma of abuse and neglect and empower families to thrive through education, research, and advocacy. TexProtects effects change by organizing and educating its members to advocate for increased investments in evidence-based child abuse prevention programs, Child Protective Service reforms, and treatment programs to heal abuse victims.

Summary of Position:

TexProtects seeks a communications intern to provide marketing and communications support. This intern will participate in day-to-day marketing and communication activities related to TexProtects outreach, marketing, branding, and communication.

Duties and Responsibilities (include but not limited to):

- Produce and manage a schedule of social media posts
- Research and apply social media best practices
- Analyze traditional and social media trends and impact
- Utilize Google Analytics to assess effectiveness of website communications
- Manage/update lists of media contacts and influencers
- Contribute content and edits for monthly PowerMails (email communication to network), press releases, op-eds, reports, short scripts, and presentations
- Maintain updated content on agency website
- Co-produce video and other digital media (infographics, live video, etc.) for web and social media
- Assist in developing long-term and short-term communications strategy and implementation plans that are innovative and achievable
- Assist in development of social media and web campaigns to attract younger donor network
- Other marketing and communication duties as assigned

Qualifications and Skills:

- Must be a currently enrolled; full-time senior Bachelors-level or Masters-level student with a concentration or interest in pursuing a career in the social sector, preferably in marketing and/or communications and social media
- Experience representing a nonprofit on social media desired

- Proficiency and interest in online social networking sites and apps, including but not limited to Facebook, Instagram, Twitter
- Creative thinker and strong initiative
- Must be proficient in all Microsoft Office suite: Word, Excel, Outlook, PowerPoint
- Must have a working knowledge of CRM (customer relationship management) database software functions
- Must possess organizational skills and ability to handle multiple tasks and/or projects at any given time
- Must possess strong written and verbal communication skills, in addition to interpersonal skills
- Must be self-motivated and able to work independently as well as collaboratively in a team environment
- Must be a self-starter with a fervent desire to learn
- Must possess a strong focus on details, accuracy, and timeliness of work
- Strong time management, organizational, and implementation skills
- Ability to work independently and accept supervision
- Maintain confidential information
- Knowledge of Texas legislative process may be helpful

Please send resume, cover letter, and three to five communication/marketing samples to jennifer@texprotects.org.

No phone calls please.