

Marketing Content and Social Media Internship

Market Lubbock, Inc.

Market Lubbock is looking for a creative and outgoing college student who wants to gain valuable, hands-on experience in planning, developing and executing strategic and compelling marketing and social media content to further the economic development of Lubbock.

Position Title: Marketing Content and Social Media Intern

Hours: 20 hours per week. Flexible schedule.

Pay: \$12 per hour

Duration: One semester

Duties and Responsibilities:

- Capture content in both photo and video formats using a professional camera or iPhone:
 - at least 3 content shoots per week
 - flexibility required, shoots can fall on nights or weekends
 - promptly edit and produce content from shoot (some with same-day turnaround and others within 3 business days)
- Edit photos and videos shot by the team or from historical content.
- Posting on various social media platforms:
 - can take trends and turn them into ideas
 - create templates for stories
 - create content and execute ideas quickly
- Produce content graphics using Canva
 - create elements and templates in Canva for marketing and social media efforts following brand guidelines
- Copywriting:
 - AP Style
 - Blogs, social media captions, website content, ad copy, etc.
 - Adobe experience is a plus, Canva proficiency is a must
- Assist with maintaining events calendars
 - Review and upload events to various website calendars
- **Performs other duties as assigned**, such as organizing physical and digital marketing materials, mailing collateral, assisting with events and other miscellaneous administrative tasks.

Benefits:

- Gain practical experience and build a diverse portfolio.
- Mentorship and training from experienced marketing professionals.
- Opportunity to contribute to real marketing campaigns and see your work impact the organization and community's growth.
- Flexible working hours.
- College credit (if applicable).

Qualifications:

- Must be a self-starter with the ability to work independently, while asking for feedback and clarification to ensure expected deliverables.
- Experience in shooting and editing videos and photos for digital content.

- Basic understanding of graphic design tools (e.g., Canva), video editing software (e.g., CapCut, Adobe Premiere, Edits) and photo editing software (e.g., Photoshop, Lightroom).
- Understanding of major social media platforms and their best practices. (i.e. Facebook, X, YouTube, Instagram, Threads, TikTok, LinkedIn)
- Ability to work various hours, including some nights and weekends as needed.
- Ability to stand, walk or sit for extended periods of time and to lift, push, pull or carry up to 20lbs.
- Reliable transportation and valid driver's license (mileage will be reimbursed).
- Preferred: Have own camera that can shoot video and photo.

To Apply: email your resume, portfolio/work examples and a 15-30 second example of a reel or TikTok to Natalia Moore at natalia@marketlubbock.org

Market Lubbock
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