



Marketing Content and Social Media Internship

Lubbock Economic Development Alliance (LEDA) and its affiliated organizations are looking for 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

Location: 1500 Broadway, 6th Floor, Lubbock, Texas 79401

Hours: 20 hours per week. Flexible schedule.

Pay: \$12 per hour

Duration: One semester (can extend through summer)

WHAT YOU'LL DO:

- **Capture content in both photo and video formats using a professional camera or iPhone:** At least 3 content shoots per week. Flexibility required as shoots can fall on nights or weekends. Must 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- **Edit photos and videos shot by the team or from historical content.**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 event 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.

WHY IT'S GREAT:

- 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 the community's growth.
- Flexible working hours.
- College credit (if applicable).

WHAT YOU BRING:

- 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 a valid driver's license (mileage will be reimbursed).
- Preferred: Have your own camera that can shoot video and photos.
- Must be able to work 12-20 hours per week.

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 is an Equal Opportunity Employer. A pre-employment drug test will be required.