



POSITION DATA

JOB TITLE: Digital Marketing Intern

DEPARTMENT: Marketing

REPORTS TO: Digital Marketing & Content Manager

STATUS: Part-Time, Temporary

ORGANIZATION

Alamo Complex Management ("ACM") is a 501(c)3 non-profit organization that is the official partner of the Texas General Land Office to manage the Alamo complex and tell the story of the Cradle of Texas Liberty to millions of visitors each year. It is a sister organization of the Alamo Endowment and the Remember the Alamo Foundation. The ACM staff mission is to create an unforgettable experience for visitors that teaches the Alamo's 300-year history and honors those who paid the ultimate price in defense of the Alamo and the legacy of their heroism. ACM employs and manages the staff that administer the daily operating functions and visitor experience at this newly-recognized World Heritage Site. The ACM staff is led by a Chief Operations Officer and includes departments that focus on Curation, Conservation, Education & History, Facilities, Finance, HR, IT, Marketing, Security, Visitor Services, and Retail Contractors.

POSITION SCOPE

The Digital Marketing Intern will be part of the Alamo Complex Management's ("ACM") marketing team. This position is responsible for drafting social media content for the Alamo's social media accounts, under the direction of the Digital Marketing & Content Manger, and assisting with other digital marketing efforts as needed.

DUTIES, RESPONSIBILITIES & ESSENTIAL FUNCTIONS

- Work with Digital Marketing & Content Manager to create and implement social media campaigns
- Develop weekly and monthly content calendars that support the marketing team's editorial calendar.
- Help maintain the Alamo's digital asset management system, including uploading assets to the system and inputting metadata and keyword data.
- Assist in creation of e-mail campaigns and other marketing materials as necessary.
- Assist in the printing, distribution and delivery of marketing materials.
- Perform any other duties as may reasonably be required.

REQUIRED QUALIFICATIONS:

- Be an undergraduate or graduate student in the San Antonio area who is majoring in marketing, communications or a related field.
- Excellent verbal and written communication **skills**.



- Extensive knowledge of web and social media platforms including Facebook, Twitter, Instagram and Snapchat.
- Experience with Constant Contact and blogging platforms is preferred but not required.
- Ideal candidate will be a proactive self-starter who excels at working in a dynamic and changing environment
- Ability to manage and/or contribute to a high volume of complex tasks and prioritizing workflow and a wide range of projects at any given time in a fast-paced environment
- Exceptional attention to detail
- Demonstrated ability to manage the everyday details of a project while focusing on the highest quality result
- Excellent problem-solving, communication and interpersonal skills are essential
- Ability to see the big picture and propose creative solutions
- Ability to multi-task and to work well in a high-profile environment
- Strong team-orientation and professional attitude

LANGUAGE SKILLS & EMPLOYMENT AUTHORIZATION

- Must be able to speak, read, and write English
- Additional fluency in other languages is beneficial
- Must be able to provide documents establishing identity and eligibility to work in the United States.

GENERAL INFORMATION

- This is a temporary, part-time position for the Spring 2017 semester.
- Intern is expected to work a minimum of 20 hours a week.
- Please visit our web site at www.thealamo.org

HOW TO APPLY

- Please submit a resume and cover letter to jobs@thealamo.org by December 30.
- Include job title in the email subject field
- Please indicate the location where job posting was seen

Alamo Complex Management is committed to workforce diversity. EEO
