

High School Marketing & Communications Intern Leander ISD Career and Technical Education (CTE)

About Us:

The Career and Technical Education (CTE) administrative team is dedicated to providing high-quality, relevant, and engaging learning experiences that prepare students for successful careers and post-secondary education. We are seeking a motivated and creative high school student to join our team as a Marketing & Communications Intern.

Position Summary:

The Marketing & Communications Intern will play a vital role in supporting the CTE team's efforts to promote our programs and initiatives to students, parents, educators, and the community. This internship provides a unique opportunity to gain hands-on experience in marketing, communication, and public relations within an educational setting.

Responsibilities:

- **Social Media Support:**
- Assist in creating and scheduling engaging content for CTE social media platforms (e.g., Facebook, Instagram, Twitter).
- Monitor social media channels for comments and messages.
- Help track and analyze social media engagement metrics.
- **Content Creation:**
- Design basic graphics and visuals for promotional materials.
- Assist in writing and editing newsletters, slide decks, social media posts and other marketing materials.
- Capture and edit photos and videos of CTE events and activities.
- Connect with high school newspaper and broadcast programs to promote CTE initiatives.
- Update, print and distribute monthly industry partner and teacher spotlight certificates.
- **Event Support:**
- Assist in promoting and organizing CTE events, such as open houses, career fairs, and workshops.
- Help with event setup and breakdown.
- Document events through photography and videography.
- **Communication Support:**
- Assist in distributing information to students, parents, and educators.
- Help maintain and update contact lists.
- Assist with basic administrative tasks as needed.
- **Research:**
- Assist in researching marketing trends, and best practices.
- Research local businesses and organizations that partner with CTE.

Qualifications:

- Current junior or senior in Leander ISD. Practicum-level student preferred.
- Strong interest in marketing, communication, or public relations.
- Excellent written and verbal communication skills.
- Proficiency in social media platform and Google suite.
- Basic knowledge of graphic design (Canva) and photo/video editing is a plus.

- Ability to work independently and as part of a team.
- Strong organizational and time-management skills.
- Positive attitude and willingness to learn.
- Must be able to provide their own transportation, though remote work may be possible depending on project needs.

Learning Outcomes:

Through this internship, the student will:

- Gain practical experience in marketing and communication within an educational setting.
- Develop skills in social media management, content creation, and event planning.
- Enhance their written and verbal communication skills.
- Build their professional network.

Time Commitment:

- Expect to average 4-6 hours per week
- Hours not to exceed 300 in total during school year
- Flexible scheduling is available.