

High School Marketing & Communications Intern

Leander ISD Career and Technical Education (CTE)

2026-2027 school year

About Us:

The Leander ISD [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 paid internship provides a unique opportunity to gain hands-on experience in marketing, communication, and public relations within an educational setting.

Responsibilities:

- **Social Media Support:**
 - Collect and maintain a social media directory of CTE stakeholders
 - Assist in regularly creating and scheduling engaging content highlighting district-wide CTE programs on 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, social media posts and other marketing materials such as digital flyers, posters, etc.
 - Capture and edit photos and videos of CTE events and activities, including COOL Days site visits, CTE showcases, etc.
 - Collaborate with high school news media programs to promote CTE initiatives.
 - Update monthly industry partner and teacher spotlight certificates.
 - Support in maintaining and updating the district CTE and COOL Days websites.
- **Event and Communication Support:**
 - Assist in promoting district-wide CTE events, such as CTE program showcases, career fairs, and workshops.
 - Serve as student representative on the relevant CTE Career Cluster Advisory Council (Business, Marketing, & Finance or Arts, Audio/Video Technology, & Communications).
 - Document events through photography and videography.
 - Reach out to industry partners to schedule site visits to collect interviews, photos, and videos.
 - Assist in distributing information to students, parents, and educators.
- **Research:**
 - Assist in researching marketing trends, and best practices.
 - Survey students for feedback on CTE programming and content.
 - Research local businesses and organizations that partner with CTE.

Qualifications:

- Current junior or senior in Leander ISD enrolled in a work-based learning course (Practicum, CTE Project-Based Capstone, or Career Prep for Programs of Study).
- Strong interest in marketing, communication, public relations, audio/video production, and/or journalism.
- Excellent written and verbal communication skills.
- Proficiency in social media platforms 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 own transportation for the purpose of collecting content or attending events/meetings, however most work can be completed remotely.

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.

Pay:

- \$15/hour
- If hired, must have an established bank account as LISD pays via direct deposit

To Apply:

Complete the LISD application and be prepared to upload:

1. Professional resume
2. Brief statement as to why you are interested in this internship. Include which related CTE work-based learning course you will be enrolled in during year of employment

Equal Opportunity Employer:

The Leander ISD CTE administrative team is an equal opportunity employer and values diversity.