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#### Social Media/Marketing Summer Intern

*Location: Waco, TX*

*Internship Duration: May – August 8, 2025 (Duration is Flexible)*

#### About Us:

The **Heart O' Texas Fair & Rodeo** and **Extraco Events Center** are dedicated to producing events that entertain, educate, and support the Central Texas community. From rodeos and concerts to livestock shows and trade shows, we create unforgettable experiences while supporting youth scholarships and local economic growth.

#### Position Overview:

We're looking for an energetic and creative **Social Media & Marketing Intern** to join our team for the summer! In this role, you'll help bring our brand to life online by capturing content, editing photos and videos, creating posts, and scheduling them for approval and publication.

#### Responsibilities:

- Assist in capturing photo and video content during events
- Edit and organize content for use across platforms (Instagram, Facebook, TikTok, etc.)
- Draft engaging captions and content for social media posts
- Help schedule content using social media management tools
- Brainstorm and pitch creative ideas for campaigns and trends
- Monitor social media trends and audience engagement
- Support sponsorship activation efforts by coordinating deliverables and tracking assets.
- Conduct market research to identify trends and audience insights.
- Assist with event promotions, on-site activations, and community outreach.
- Help develop marketing materials such as flyers, graphics, and videos.
- Provide general administrative support to the marketing team as needed.
- Support the marketing team with additional tasks as needed

**Qualifications:**

- Be familiar with social media platforms and content trends
- Have basic experience with photo/video editing tools (Canva, CapCut, Adobe, etc.)
- Be detail-oriented, organized, and eager to learn
- Currently pursuing a degree in Marketing, Communications, Public Relations, or a related field
- Strong written and verbal communication skills
- Proficiency in social media platforms (Facebook, Instagram, TikTok, etc.)
- Self-motivated, detail-oriented, and able to work independently
- Passion for events, entertainment, and community engagement
- Availability to work flexible hours, including some evenings and weekends as needed

**Perks of the Internship:**

- Hands-on experience in a fast-paced event environment
- Networking opportunities with industry professionals
- A fun and dynamic work atmosphere

**How to Apply:**

Email your **resume and a brief cover letter** to [erin@hotfair.com](mailto:erin@hotfair.com) with the subject line **"Social Media/Marketing Intern Application – [Your Name]"**.

We can't wait to see what you bring to the team! 🌟🐾🎵