



Job Title: Marketing Intern
Department: Marketing
Supervisor: Director of Marketing

Position Overview

The Marketing Intern will play a crucial role in supporting our mission through email outreach, social media, and public relations. Selected candidate will join a small but mighty team promoting San Antonio's bioscience ecosystem to drive inclusive economic and community growth.

Essential Duties and Responsibilities

- **Email Marketing:** Create and design compelling email campaigns to promote events and build awareness. Manage email distribution lists, ensuring accuracy and segmentation of targeted communications. Monitor and analyze email campaign performance metrics, providing insights for continuous improvement.
- **Social Media Content:** Develop creative and engaging content for various social media platforms (e.g., Facebook, Instagram, LinkedIn). Collaborate with internal teams to gather content related to tenants, events, and community impact. Schedule and post content regularly, maintaining brand voice and style.
- **Content Creation:** Work with the rest of the marketing team to generate multimedia content, including graphics, videos, and other visual assets. Ensure content aligns with the organization's values, goals, and brand guidelines.
- **Analytics and Reporting:** Monitor social media and email analytics to assess the effectiveness of campaigns and identify areas for improvement. Prepare regular reports on key performance indicators and make recommendations for optimizing marketing strategies.
- **Public Relations:** Assist in the development and execution of public relations strategies to enhance the organization's visibility. Draft press releases and other communication materials.
- **Collaboration:** operate within cross-functional teams across the VTX / TRTF family of companies, gathering information to ensure accurate messaging. Participate in team meetings and contribute ideas for marketing initiatives.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

- Currently enrolled in a college or university program, or recent graduate, with a focus on marketing, communications, or a related field.

Language Skills

Strong communication skills, both written and verbal.

Computer Skills

Proficiency in Microsoft Office 360 products. Familiarity with email marketing platforms (e.g., Mailchimp) and social media management tools.

Other

Excellent organizational skills and attention to detail. Self-motivated and able to work independently. Strong creative and analytical skills. Creative mindset with an eye for design and multimedia content creation.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is occasionally required to stand; walk and sit. The employee must occasionally lift and/or move up to 25 pounds.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

Company Culture

At VTX, we foster an inclusive and supportive work environment, encouraging creativity and innovation. Interns will collaborate directly with experienced staff, attend team meetings, and participate in networking events, gaining valuable skills for their future careers.

Benefits

- Work on a diverse range of projects while gaining hands-on experience.
- Receive guidance and feedback from experienced professionals.
- Attend weekly meetings and participate in networking events.
- Flexible schedule accommodating academic commitments.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Selected candidate will perform other related duties, as assigned by their supervisor.