



POSITION: AMPLIFY AUSTIN MARKETING INTERN
SUPERVISOR: DEVELOPMENT DIRECTOR
COMPENSATION: SCHOOL CREDIT- UNPAID

GENERAL DESCRIPTION: We are looking for a dynamic Amplify Austin intern to work with the Down Home Ranch (DHR) development team in the design and execution of a social media and email marketing plan for Amplify Austin Day. Intern will work directly with the Development Director to assist with implementing marketing strategy and materials. This is an incredible learning opportunity for anyone interested in marketing, communications, advertising, and social campaigns. General duties to include but not limited to:

POSITION DUTIES AND RESPONSIBILITIES

Amplify Austin:

- Create and design marketing plans for DHR's social media outlets
- Assist in content and design of Constant Contact email campaign
- Assist with day of needs on March 1st-2nd
- Assist with post-event communications to supporters about DHR's Amplify Austin successes

Social Media and Marketing:

- Opportunity to create and execute social media campaign from start to finish with Development team
- Opportunity to create and execute email marketing campaign from start to finish with Development team

JOB REQUIREMENTS:

Ability to work 10 to 15 hours a week from January 15, 2018 through March 12, 2018– 3 month period
Excellent writing skills (social, blog, online specifically)
Organized and project and detail oriented
Good customer service provider
Team oriented
Adobe experience preferred

ABOUT AMPLIFY AUSTIN: Amplify Austin Day is our city's annual community-wide day of giving. The 24-hour period provides an easy and fun way for our entire community to give together while helping local nonprofits. Over the past five years, Amplify Austin has raised over \$35M for hundreds of local organizations. Amplify Austin 2018 will take place on March 1st at 6pm through March 2nd at 6pm. Amplify Austin is produced by I Live Here I Give Here.

ABOUT DOWN HOME RANCH: Down Home Ranch is a working ranch community for adults with intellectual and developmental disabilities, located in Elgin, TX. Through residential, vocational, social and educational opportunities, we provide an enriching community of opportunity for all.