



Position: Digital Marketing Intern
Part-Time, 20 Hours per week

Company: **Buccaneer Commission**
1415 N. Water St., Corpus Christi, TX 78701

Job Description:

The Buccaneer Commission, a non-profit organization, established in 1938 annually stages Buccaneer Days (Buc Days)- the largest, longest running festival in South Texas. Each May attendees experience family entertainment, Western Sports (Rodeo Corpus Christi, PBR Velocity Tour Finals), live music and more, all while supporting educational efforts through academic competitions and scholarships. To date, the Buccaneer Commission has awarded more than \$2.9 million in scholarships and grants.

The Digital Marketing Intern will provide support for members of the Marketing team before, during and immediately following the 2027 Buc Days event and will report to the Sponsorship & Communications Coordinator. This role provides hands-on experience in marketing, public relations and sponsor relations.

Primary duties include:

- Marketing
 - Work with team to promote Buc Days programs, events, mission, etc.
 - Creation and execution of engaging content and campaigns, including blog posts, social media posts, eblasts and marketing materials across digital and traditional channels.
 - Monitor all Buc Days social media platforms while maintain positive customer experience on each
 - Help build and grow our TikTok presence by creating engaging content, staying up to date on trends, and finding new ways to showcase Buc Days and our events.
 - Assist with managing the Buc Days social media content calendar
 - Document/photograph engaging content of event(s)
- Sponsorships
 - Assist with the updating/editing of existing and new sponsorship materials/signage
 - Assist in maintaining current database of sponsor assets and logos
 - Track and fulfill Sponsor assets, coordinate activation logistics and assist with day of point of contact
 - Compile Sponsor Hospitality assets (badges, parking passes, performance tickets, etc.)
 - Document/photograph engaging content of event(s)

Other Duties:

- Administrative Support
 - Perform administrative duties such as scheduling meetings, preparing reports, and maintaining files.
 - Provide general support to the Marketing team as needed.
 - General office support; answering phones, assisting customers
 - Work front reception desk as needed and assigned
- Assist in planning and organizing competition events, including setup, scheduling, and execution
- Work with volunteers to coordinate committee meetings, functions and activities
- Other duties as assigned

Education/Experience:

- Completion of at least one year of study, majoring in Marketing, Public Relations, Communications, or similar
- Academic success (a minimum cumulative GPA of 3.0)
- Basic understanding of digital marketing including SEO, social media marketing, email marketing, content marketing
- Proficient in Microsoft Word, Excel and Power Point. Preferred working knowledge of Canva, WordPress, CRM systems
- Creative thinking and the ability to contribute innovative ideas for campaigns
- Ability to work under tight deadlines and manage changing priorities to meet schedules and demand
- Self-starter with positive and outgoing attitude
- Excellent verbal and written communication skills
- Ability to work some evenings and weekends