



TEXAS PARKS AND WILDLIFE DEPARTMENT  
invites applications for the position of:

# Al Henry Intern II-III-IV (Marketing Intern)

**SALARY:** \$12.66 /Hour

**CLOSING DATE:** 03/02/18 11:59 PM

**DIVISION:** Communications

**WORK ADDRESS:** TPWD Headquarters, 4200 Smith School Road, Austin, Texas 78744

**HIRING CONTACT:** Janis Johnson, (512) 389-8670

## **GENERAL DESCRIPTION:**

Through paid conservation internships at Texas Parks and Wildlife Foundation in partnership with Texas Parks and Wildlife Department, the Al Henry Natural Resource Conservation Internship Program aims to provide experience and exposure to talented college students from underrepresented groups to a wide variety of conservation careers, including fish and wildlife, law enforcement, legal, state parks and land management, communications, human resources, infrastructure, and information technology. The Internship Program aims to increase opportunities for qualified female and minority candidates throughout the field of conservation.

Under the direction of the Sr. Marketing Specialist, this internship position will provide experience working on a wide variety of marketing efforts to promote conservation and/or participation in fishing, hunting, boating and shooting activities. The intern will learn how to think like a marketer, gain insight on how to run a marketing campaign, draft marketing recommendations, write campaign analyses and present recommendations on how to improve results of the programs. Selected candidate will also learn best practices to build awareness, participation, sales, repeat visits and more for TPWD programs and initiatives. The intern will assist with the creation of marketing meeting recaps, schedules, and plans. The intern will write copy for print ads, emails, website, and social media. Duties will also include tracking budgets and advertising results, reviewing media recommendations, as well as learning how to implement a contest on social media. Performs additional duties as assigned. Complies with all Agency, Division, and Branch rules, regulations, and procedures.

The Texas Parks and Wildlife Department Student Internship Program introduces interested college students to career opportunities in positions located statewide and job settings to gain practical experience and training in natural and cultural resource fields.

Paid internships are available in various Divisions depending on available funding. The student internship program employment period varies depending on the specific intern opportunity. This is an externally funded internship and will not apply toward State Service Credit.

**POSTING NUMBER:** 18-00336

## **QUALIFICATION GUIDELINES:**

### **MINIMUM QUALIFICATIONS:**

**Education:**

- Current enrollment as an undergraduate or graduate student in an accredited college or university;
- Minimum of 18 completed semester credit hours from an accredited college or university at the time of application;
- Must have an overall grade point average (GPA) of 2.5 or higher on a 4.0 grade point scale or "Pass" on a Pass/Fail system.

**Experience:**

- None required.

**Licensure:**

- If driving is required, applicant must possess a valid State driver's license.

**PREFERRED QUALIFICATIONS:**

**Education:**

- Coursework in marketing, advertising or mass communication.

**Experience:**

- Previous marketing work experience.

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Knowledge of the principles and practices of marketing/advertising;
- Skill in effective verbal and written communication;
- Skill in multicultural marketing, media relations and social media management;
- Skill in establishing and maintaining effective work relationships with co-workers and work-related contacts;
- Skill in using social media platforms including Facebook, Instagram and Twitter;
- Skill in using MS Word, Excel, PowerPoint and Outlook;
- Skill in meeting deadlines;
- Skill in making independent, sound and timely decisions;
- Ability to communicate effectively with the public;
- Ability to be a problem solver;
- Ability to think analytically;
- Ability to work independently with little or no supervision;
- Ability to accurately follow instructions and complete assigned tasks within guidelines;
- Ability to maintain flexibility and work with frequent interruptions and multiple changing priorities;
- Ability to work well with diverse groups and age ranges;
- Ability to work as a member of a team;
- Ability to learn new skills;
- Ability to follow department policies, procedures and rules;
- Ability to conduct work activities in accordance with TPWD safety program.

**ADDITIONAL INFORMATION:**

**WORKING CONDITIONS:**

- Internship will be for the Summer (May through August);
- Required to travel 5%;
- Must conform to TPWD dress and grooming standards, work rules and safety procedures;

- Non-smoking environment in State buildings and vehicles.

**ADDITIONAL REQUIREMENTS:**

**In order to be considered for this position, the following information is required:**

- Submission of a completed online application;
- Work history experience MUST be completed in the online application;
- Must attach copy of official or unofficial college transcript(s) issued from accredited college/university to the online application. (Unofficial transcripts must have full name and college/university's name);
- Transcript must reflect current college/university classes in progress at time of application;
- Degree plans will NOT be accepted;
- Applicants must attach a DD214 or other supporting documentation to the online application to claim Veterans Preference.

NOTE: Resume and professional references may be attached to the online application, but not in place of the completed application. A skills test may be conducted at time of interview.

**Army 15, 36, 42, 56, 68, 88, 89, 92**

**Navy AZ, CS, LS, PS, RP, SH, SN, YN, CWO-SHIPS CLERK**

**Coast Guard 360, 420, SK, YN**

**Marine Corps 01, 30, 60, 66**

**Air Force 3A, 8A2**

[http://www.hr.sao.state.tx.us/Compensation/MilitaryCrosswalk/MOSC\\_AdministrativeSupport.pdf](http://www.hr.sao.state.tx.us/Compensation/MilitaryCrosswalk/MOSC_AdministrativeSupport.pdf)

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