

Marketing Internship

Summer/Fall 2026



Greater San Marcos Youth Council – San Marcos, TX Internship | Junior or Senior College Student Preferred

Greater San Marcos Youth Council is seeking a creative and motivated Marketing Intern to support agency communications, social media, outreach, events, and community engagement.

This internship is designed for a college junior or senior who is studying marketing, communications, public relations, digital media, nonprofit management, or a related field. The Marketing Intern will help GSMYC share its mission, promote programs and events, highlight community partnerships, and create content that reflects the agency's work with youth and families.

This is a great opportunity for a student who wants hands-on experience in nonprofit marketing, social media, storytelling, event promotion, and community outreach.

Key Responsibilities

- Assist with creating social media content, captions, graphics, reels, and campaign ideas.
- Help maintain a consistent social media calendar.
- Support promotion of agency events, fundraisers, awareness campaigns, and community initiatives.
- Assist with taking photos or gathering content during approved agency events.
- Help draft flyers, newsletters, website updates, donor highlights, volunteer spotlights, and outreach materials.
- Support branding consistency across digital and printed materials.
- Assist with organizing marketing files, photos, templates, and content calendars.
- Help track engagement, social media growth, and basic marketing metrics.
- Support community outreach efforts and event preparation as needed.
- Work with staff to ensure all content is appropriate, accurate, and aligned with GSMYC's mission and confidentiality standards.
- Follow all agency policies related to confidentiality, youth privacy, and professional conduct.

Qualifications

- Must be a college junior or senior pursuing a degree in marketing, communications, public relations, digital media, graphic design, nonprofit management, or a related field.
- Strong writing, editing, and communication skills.
- Familiarity with social media platforms, including Facebook, Instagram, TikTok, and/or LinkedIn.
- Experience with Canva or similar design platforms preferred.
- Creative, organized, dependable, and willing to take initiative.
- Ability to maintain confidentiality and use good judgment when working around youth and families.
- Comfortable working in a nonprofit environment.
- Must be able to pass any required background checks.

Preferred Skills

- Canva design experience.
- Photography or video editing experience.
- Social media content creation experience.
- Interest in nonprofit work, youth services, community engagement, or advocacy.
- Bilingual English/Spanish preferred, but not required.

Schedule and Work Environment

Schedule may be flexible based on school requirements and agency needs. Some evening or weekend events may be available or required, depending on internship expectations.

The Marketing Intern may work in an office setting, assist at community events, and support digital content creation. Interns must follow all agency confidentiality and privacy expectations, especially when working around youth, families, staff, and program participants.

Why Intern with GSMYC?

This internship offers meaningful, hands-on experience in nonprofit marketing while supporting an agency that serves youth and families across Hays County. The Marketing Intern will gain practical experience in content creation, event promotion, storytelling, branding, and community engagement.

Please send resumes to info@gsmyc.org. While portfolios showcasing any relevant work are encouraged, they are not required.