



**2021 Shiner Internship for St Mary's University Students
Communications & Business Job Description
Application deadline: March 1, 2021**

POSITION:

Shiner Communications & Business Intern

DATES:

May 17 - July 31, 2021 (60 days)

*start and end date flexibility

HOURS:

15-20 hours per week

COMPENSATION:

\$15 per hour

REPORTS TO:

Jenna Mallette, Chief Operating Officer

Katy Silva, Director of Development

COMPANY:

San Antonio Report

ORGANIZATION DESCRIPTION

The San Antonio Report, which first published in February 2012, is a 501(c)(3) nonprofit, nonpartisan local news organization. We are San Antonio's leading local online news source focusing on the personalities, politics, neighborhoods, businesses, culture, cuisine, arts and entertainment that impact San Antonio.

POSITION OVERVIEW

The Communications & Business Intern will provide support to the Chief Operating Officer and Director of Development by assisting with marketing efforts, advertising, member and reader events, and donor research and cultivation. The marketing and engagement intern will work alongside the various members of the San Antonio Report business team.



This is a great opportunity to learn about a fast-paced, growing industry while also learning more about the challenges and opportunities within our city. The San Antonio Report's stability and growth depends on our ability to market ourselves effectively and engage with our audience on a meaningful level. We look forward to having an enthusiastic intern join our team. This role will report directly to the COO and Director of Development but will interact with many roles across the business.

Generously underwritten by The Impetus Foundation, the Shiner Internship program is comprised of two internship opportunities for summer 2020: one editorial intern and one business team intern. Shiner Interns will be mentored by San Antonio Report leadership and provided educational opportunities to learn from both business and editorial staff. Over the course of the internship, the Shiner Communications & Business Intern will be provided opportunities to attend three separate lunches or virtual meetings with business and civic leaders, attend partner and sponsor meetings and identify a personal project to explore.

THE IDEAL CANDIDATE

A successful communications and business intern will be enthusiastic, organized, collaborative and a willing learner to work in a fast-paced and creative environment. The ideal candidate will have a strong interest in San Antonio and independent, non-profit journalism.

LEARNING OUTCOMES

- Gain understanding of a successful business model in the context of a nonprofit newsroom
- Learn about the landscape of nonprofit media in the U.S.
- Develop recognition of how social media and traditional marketing platforms can be used to grow and engage audience
- Develop a basic understanding of Salesforce, MailChimp, Parse.ly and Google Analytics
- Learn to successfully design, coordinate, and execute a community engagement event
- Hone skills necessary to promote fundraising campaigns

QUALIFICATIONS

- Special consideration will be given to students majoring in business, communication studies, marketing and/or liberal arts.
- Possess some course work or work experience in marketing, communications, journalism or nonprofit organizations
- Excellent written and verbal skills
- Detail-oriented



- Experience with membership, community outreach, or community journalism organizations preferred
- Self-motivated, energetic learner
- Comfortable with working in a collaborative team environment
- Highly organized with the ability to meet tight deadlines
- Must be proficient with Microsoft Word, Excel and PowerPoint
- Familiarity with Adobe Creative Suite software is a plus but not required
- Familiarity with email marketing software (e.g. MailChimp), customer relationship management software (e.g. Salesforce) and Content Management System (e.g. WordPress) desired but not required – training will be provided.

APPLY

To apply, please submit your resume and cover letter to apply@sareport.org before the deadline.