

## 2011 Social Media Internship

### The Hondo Group

8310 N. Capital of Texas Highway, Suite 345  
Austin, TX 78731

### Hours required: 16-24 hours a week (Flexible)

The Hondo Group, an Austin-based marketing communications company, is dedicated to providing clients with new strategic branding processes in a variety of areas including agriculture, real estate, professional services, technology, green marketing and sustainable business strategies. The company's research-driven sustainable business plan turns environmental consciousness into a formidable strategic move, providing clients a systematic approach to reduce their carbon footprint and publicize their environmental stewardship efforts. The Hondo Group helps clients close the marketing loop between great products and satisfied customers. [www.hondogroup.com](http://www.hondogroup.com)

### Description:

- Chronicle experiences through video; edit and post to selected media as appropriate
- Attend internal marketing meetings, brainstorm sessions, ad shoots and special events while fully integrating with the Hondo team, as instructed by the team or supervisor
- Monitor social media for trends and relevant "happenings", including pop culture news, off-the-wall stories or anything else quirky and fun that may be of interest to our client, their customers, our current or planned projects
- Conduct media outreach for our PR programs as assigned
- Assist with video contests, events, gamers' contests, creating "fan" bases, etc., as assigned; continually communicate with team on efforts, "trending" factors, community feedback and opportunities
- When possible, gather analytical data in order to measure and track results
- Review efforts, consult with team, and revise media plan (as appropriate) to gather and gain desired results

### Qualifications:

- A "demonstrated knowledge" of social media is a must. Selected applicants will be required to submit a portfolio of social media know-how
- Previous internships or extracurricular activities, including membership in PRSSA or other organizations, are also valuable
- Strong, working understanding of Internet e-commerce and marketing  
Working knowledge of Adwords, Yahoo and Google dashboards, DART and DFA
- Excellent working knowledge of Excel\*

**Position is unpaid; however interns will be eligible for a stipend at the end of the internship up to \$1,000, based on their performance and projects completed.**

Interns with The Hondo Group will have the chance to work with an award-winning creative and account service team on local, national and international projects. Our small group provides an

unprecedented opportunity for personal attention to education and hands-on learning. The Hondo Group is committed to providing solid work experience to serious-minded individuals in a positive environment.

For more information on internship opportunities, please contact:

**Beth Homann**

**Unison Resource / The Hondo Group**

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