

## TEXAS MONTHLY INTERNSHIPS

Since 1973, Texas Monthly has chronicled life in contemporary Texas, reporting on vital issues such as politics, the environment, industry, and education. As a leisure guide, Texas Monthly continues to be the indispensable authority on the Texas scene, covering music, the arts, travel, food, museums, and cultural events with its insightful recommendations. Texas Monthly has a reputation for providing its readers with a magazine of the highest editorial quality. Simply put, we are the National Magazine of Texas.

Internships at Texas Monthly are available each fall, spring, and summer semester. All positions are unpaid and available only to students enrolled in an accredited academic program at the time of the internship. We can only consider your application if you are seeking an internship for credit or if you receive approval from your university to intern with us. All internships include a 20 percent job shadowing experience. **If you are interested in gaining valuable experience in any of the departments listed below, please send a résumé and cover letter specifying the department(s) in which you would like to work to:**

Internship Coordinator  
Texas Monthly  
P.O. Box 1569 Austin, Texas 78767  
internships@texasmonthly.com

### INTERNSHIPS ARE AVAILABLE IN THE FOLLOWING DEPARTMENTS:

ACCOUNTING	EDITORIAL	DIGITAL/WEB DESIGN
ADVERTISING & SALES	GENERAL ADMIN & HUMAN RESOURCES	TM GENERAL STORE
ART	MARKETING & EVENTS	TM RECORDING STUDIO
AUDIENCE DEVELOPMENT & RESEARCH	PRODUCTION	TM STUDIO
CREATIVE SERVICES/TM STUDIO	SOCIAL MEDIA	
DIGITAL MARKETING	TECHNOLOGY	

### INTERNSHIP JOB DESCRIPTIONS

#### **ACCOUNTING**

**What we do:** The accounting department oversees Texas Monthly's finances. From billing advertisers to paying vendors and reporting the company's cashflows, this is the department that supports the business of publishing.

**What you would do:** From processing credit applications and expense reports to assisting on collection calls and month-end closing reports, interns will gain insight into all aspects of the magazine's business affairs. Plus, you'll learn a little something about software programs such as QuickBooks and AdSystem, and improve on existing Excel and Word skills. Interns will work mostly with the Billing Supervisor and Accounts Payable Specialist, while being given the occasional assignment from the Accountant and Controller.

**Hours:** 10 to 15 hours a week

**Requirements:** Interns must be detail-oriented, self-motivated, and a team player.

## **ADVERTISING & SALES**

**What we do:** The advertising and sales development departments work to create and maintain strong relationships with outside advertisers and clients. We generate revenue for the magazine through advertising on both local and national levels. Texas Monthly advertisers strive to maintain our well-known and highly respected image by choosing to showcase only diverse, high-quality, and well-respected brands.

**What you would do:** Interns will aid the department in assembling media kits for advertisers, completing special projects for account managers, creating advertising contracts for account managers, pulling and analyzing reports in media radar, and assisting with prospect mailings. Intern duties will include routing mail, filing, scanning, copying, phone prospecting, database management, and updating sales tools. The most pressing area is assisting with important mailings to advertisers, including advanced copies of Texas Monthly.

**Hours:** 10 to 15 hours a week

**Requirements:** Attention to detail, time management, and ability to meet deadlines. Prior intermediate level experiences with Excel and mail merge tool are helpful, as well as proper phone and email etiquette. This is a fast-moving, dynamic work environment best-suited to students interested in advertising, sales, communications, marketing, research, or promotions.

## **ART**

**What we do:** Our award-winning art department has been creating stunning, high-concept designs to tell stories about Texas and Texans since 1973.

**What you would do:** As an Art intern, you would be assisting the art assistant, designers, and photo editor with photo research, photo shoots, and administrative tasks such as organizing tear sheets and archive management for both Texas Monthly and texasmonthly.com.

**Hours:** 10 to 15 hours a week

**Requirements:** Strong design and organizational skills, flexibility, dependability, and self-motivation are required for assisting art personnel. Proficiency with Macintosh, InDesign, Photoshop, and Wordpress are necessary. Knowledge of Illustrator, Premiere, After Effects, and HTML are encouraged but not mandatory.

## **AUDIENCE DEVELOPMENT & ADVERTISING RESEARCH**

**What we do:** The primary responsibility of Audience Development & Advertising Research is to understand who reads Texas Monthly, and why. The department's scope includes the acquisition, retention, and monetization of the magazine's many readers. This includes researching and analyzing the behavior of our print, web, newsletter, and social media audience. By continuously analyzing consumer behavior and purchasing trends, the department's primary function is to build and maintain the audiences for Texas Monthly.

**What you would do:** A spot in Audience Development and Advertising Research will entail compiling monthly consumer and social media behavior reports, identifying customer activity trends through year-to-year analyses, managing back-issue fulfillment, monitoring the scheduling and accuracy of subscriber renewal and invoice notices, and assisting on special projects as assigned.

**Hours:** 12 to 15 hours a week, typically half days on Mondays, Wednesdays, and Fridays or full days on Tuesdays and Thursdays.

**Requirements:** Knowledge of Excel and Word is a must, and basic competency in mathematics is required of all interns. Experience with Google Analytics, Facebook Insights, Twitter Analytics, and Instagram Insights are a plus. That said, all

majors are welcome to apply. (For those who'd like to specialize in market research, we recommend familiarity with pivot tables and previous coursework in the field. Interns capable of handling large data sets with attention to detail are preferred.)

## **DIGITAL MARKETING**

**What we do:** The marketing team works closely with account managers and clients on all online advertising initiatives. We generate revenue for Texas Monthly through digital advertising campaigns and work with clients to provide optimal results that reach their target audience.

**What you would do:** The digital marketing intern will work directly with the marketing team to help execute campaigns for multiple clients. The intern will be exposed to digital initiatives such as display advertising, native advertising, sponsored social advertising, and more.

**Hours:** 10 to 15 hours a week

**Requirements:** The position requires strong computer skills and an in-depth understanding of the internet. Candidate must be proficient with Microsoft Excel/PowerPoint/Word, WordPress, Facebook, Twitter, and Instagram. Experience using Google Analytics, HTML, and Photoshop is preferred, but not necessary.

## **EDITORIAL**

**What we do:** The editorial department tells stories through words and photographs, illustrations, and infographics. Our specialties are long-form narrative journalism on topics that have ranged from the incarceration of innocent men to the breaking of a wild mustang; good, old-fashioned service journalism (see our list of the state's 50 greatest barbecue joints or the 175 places in Texas you should undeniably visit before you die); and stunning photography. But no matter the subject matter or approach, our mission remains simple: to inform and entertain our readers on the past, present, and future of the state in which they live.

**What you would do:** As an editorial intern, you'll pitch story ideas, gather information about monthly cultural happenings across the state, transcribe interviews, fact-check restaurant reviews, aid in the digitization of forty years' worth of archived content, and research a wide range of topics, from food and true crime to politics and the fine advice of the magazine's in-house humorist, the Texanist. And with each project that comes their way, editorial interns are overseen and guided by a team of senior editors and writers.

**Hours:** 12 to 20 hours a week

**Requirements:** Writing opportunities aren't guaranteed, but they do crop up from time to time, so facility with language and various modes of communication—for print, online, and social media outlets—is a must. A voracious appetite for storytelling and Texas news is also highly encouraged.

## **GENERAL ADMINISTRATION & HUMAN RESOURCES**

**What we do:** The general administration department manages the smooth functioning of the everyday administrative operations of the magazine. GA supports the other departments in various ways large and small: workstation ergonomics, mailroom processes, staff parties, business systems, employee welfare, benefits consultation, staffing, and human resources.

**What you would do:** The general administration/human resources intern will assist the internship coordinator with paperwork and administrative tasks, recruitment events on college campuses, and provide other administrative support as needed to the human resources manager and administrative assistant.

**Hours:** 10 to 12 hours per week

**Requirements:** No previous HR experience is necessary; however, a successful candidate must have an interest in the HR field. Interns must be proficient in Microsoft Office (specifically Word and Excel), possess the ability to work independently and with excellent attention to detail, and willing to learn and take on new tasks. All majors are welcome to apply.

## **MARKETING & EVENTS**

**What we do:** The marketing department works closely with advertisers to execute added-value programs, including in-book advertorials, digital programs, and in-market events. The marketing team also assists with editorial promotions, including reader engagement initiatives and events, including the brand's signature event, the TMBBQ Fest.

**What you would do:** Marketing interns will be exposed to all facets of the marketing effort of a magazine: advertorial copywriting and design and working with clients on promotional and added-value programs.

**Some responsibilities will include:** Sponsorship tracking, website and social media maintenance, behind-the-scenes event planning, and various research projects.

**Hours:** 10 to 15 hours a week

**Requirements:** This fast-moving, dynamic work environment is best-suited to motivated individuals who have top-notch time-management skills and a positive attitude. The position is a good fit for students with an interest in the following career fields: public relations, marketing, copywriting, promotion, or advertising sales. Experience with Microsoft Office is a must. Design software and HTML knowledge is preferred but not necessary.

## **PRODUCTION**

**What we do:** There is a saying in the production department: "Editorial is where the story is realized. Art makes it beautiful. And production makes it work." In production, we oversee the complete life cycle of each and every issue of Texas Monthly.

**What you would do:** As a production intern, you'll assist in all functions of expediting the production of pages and digital content for both Texas Monthly and all the various publications for TM Studio. Duties may include creating formatted ads for special advertising sections, approving pages for press, preparing the dummy book for the next issue, and creating digital versions of custom publications.

**Hours:** 12 to 15 hours a week

**Requirements:** Strong computer and organizational skills, dependability, and self-motivation are required for assisting production personnel. Proficiency with Macintosh, InDesign, and Photoshop are necessary.

## **SOCIAL MEDIA**

**What we do:** Texas Monthly's social media presence is crucial for connecting new and existing readers with our journalism. We publish a wide range of story topics, from politics to style to barbecue, and use social media channels to promote those stories with a consistent voice. Innovation and experimentation are important our social media efforts as we look for new ways to meet readers where they are.

**What you would do:** As a social media intern, you'll write copy and execute ideas for Texas Monthly's Facebook, Twitter, and Instagram accounts. You'll also be on the lookout for opportunities to share stories and engage readers on other platforms like Pinterest, Flipboard, TripAdvisor, and more. You'll learn about the ways we measure success on social platforms, and may help with other projects in the digital space related to newsletters, search optimization, and more. Journalism/copywriting experience is a plus, but we will consider all applicants who are interested in working in social media.

**Hours:** 10-15 hours a week

## **TECHNOLOGY**

**What we do:** The technology department oversees Texas Monthly's electronics up to and including servers. If it plugs in, turns on, or has a user and breaks—we fix it!

**What you would do:** The information technology Intern will provide direct technical assistance and support to Texas Monthly staff for network, hardware, and software issues. Duties include installing and maintaining computer systems including software and hardware on Macs and PCs, resolving internet and network access issues (both wired and wireless), providing network printer support, meeting with staff to provide one-on-one technical assistance as needed/requested, providing training to staff on software and hardware use, determining causes of computer/software/network malfunctions through evaluation and testing, and resolution via modifications, repair, or external support assistance.

**Hours:** 10 to 15 hours a week

**Requirements:** Interns must be detail-oriented, self-motivated, and a team player.

## **DIGITAL / WEB DESIGN INTERN**

**What we do:** The digital team is responsible for the success of texasmonthly.com and other digital properties. From writers and editors to developers and designers, we make sure the site is performing at its best.

**What you would do:** The digital intern will work directly with the digital team to help execute ongoing and new initiatives. Our flagship website is to a large extent an amalgamation of our operations here at the magazine, so being part of the team means you should be comfortable wearing multiple hats and getting your hands dirty learning new things.

**Some responsibilities will include:** Identify and correct minor issues on the website. Update content on the website as necessary with each issue. Reformat articles from our expansive online archive. Attending weekly digital team meetings. Working with the digital team to develop innovative ideas for our products.

The internship will allow for opportunities to contribute ideas and learn about all facets of our digital operations. Additional projects can be developed around the intern's strengths.

**Hours:** 10 to 15 hours a week

**Requirements:** This position requires strong computer skills and an in-depth understanding of the internet. Successful candidates will have a desire to learn quickly in a fast-paced environment, great communication and time-management skills, and outstanding attention to detail. This position will be a good fit for students interested in web design, web development, digital marketing, advertising, and media in general.

Candidate should be proficient or have familiarity with WordPress and other web technologies such as HTML and CSS. Experience with Google Analytics and Photoshop is a plus.

## **TM STUDIO/CREATIVE SERVICES DESIGN**

**What we do:** Our creative services department imagines, designs, and creates advertisements, collateral, and promotional products for Texas Monthly, TMBBQ, and partner events.

**What you would do:** As a creative services intern, you would be assisting the creative services designers with photo and illustration research, formatted house ad design, and administrative tasks for both Texas Monthly and texasmonthly.com.

**Hours:** 10 to 15 hours a week

**Requirements:** Strong design and organizational skills, flexibility, dependability, and self-motivation are required for assisting art personnel. Proficiency with Macintosh, InDesign, and Photoshop are necessary. Knowledge of Illustrator, HTML, and WordPress are encouraged but not mandatory.

## **TM RECORDING STUDIO**

**What we do:** The recording studio at Texas Monthly is a full service, professional space from which we produce a variety of projects. From podcasts to video series, from audio assets for online user experience to music production.

**What you would do:** Assist our recording studio director with all aspects of sound and video production.

**Some responsibilities will include:** Help record, edit, assemble and mix audio for podcasts and video projects. Assist with microphone placement, signal routing, gain staging and recording in Pro Tools. Work with producers and talent to edit and assemble audio assets. Help to mix audio and generate masters for podcasts and audio for video. Help create music and sound design as needed for podcasts and video projects. Occasionally work remotely to capture audio assets—both on your own or as part of a video production. Assist our video production team as needed, help set up, and prepare sets for video. Help manage studio booking, organizing, and scheduling.

The internship will allow for opportunities to contribute ideas and learn about all facets of our recording operations. Additional projects can be developed around the intern's strengths.

**Hours:** 10 to 15 hours a week

**Requirements:** This position requires the candidate be proficient with Pro Tools, microphones, patch bays/signal routing, plugins, virtual instruments, outboard gear, MIDI, timecode, boom operation.

## **TM STUDIO**

**What we do:** Formerly Texas Monthly Custom Publishing, has been a division of Texas Monthly since 1991. For 27 years we have served clients across the state and beyond by publishing books and magazines, executing marketing campaigns that span print, digital, and events, and producing creative assets to promote the Texas Monthly brand, all of which aim to communicate with consumers in unique and dynamic ways. TM Studio produces native content across a variety of platforms for clients such as YETI, Frost Bank, UberEats, Deep Eddy Vodka, and the Texas Parks & Wildlife Foundation. TM Studio also produces custom live events for its clients, as well as for Texas Monthly, including the annual Texas Monthly BBQ Festival, held each November in Austin, and The Edge of Texas, a weekend-long event that brings the magazine to life by celebrating the best of Texas in culture, cuisine, music, and more, held in Dallas. TM Studio has produced books and magazines for clients including the Office of the Governor, the Greater Austin Chamber of Commerce, the Greater Houston Partnership, Houston First, The Houston Super Bowl Committee and the NFL, Visit San Antonio, Central Market, H-E-B, and the University of Texas at Austin alumni association, among others.

**What you would do:** Texas Monthly Studio interns are immersed in the day-to-day creative and business challenges that make up a dynamic agency environment. Writing, editing, creating blog posts, uploading content to our websites and social media platforms, copy editing, proofreading, brainstorming stories, photo research, graphic design, and assisting with advertising and internal marketing projects are among the duties that interns typically undertake during their time with us.

**Hours:** 10 to 12 hours a week