



Ronald McDonald House Charities of Central Texas

Position: Creative Content Internship

Stipend: Unpaid Internship | Volunteer Hours can be Provided upon Request

Dates of Position: Summer 2025

Time Commitment: Hours and days are flexible

Supervisor: Romario Norvil, Creative Content Manager

Creative Content Intern – Ronald McDonald House Charities of Central Texas

Are you passionate about storytelling? Do you love using your creativity to make a difference in the lives of others? Do you have innovative ideas and a drive to reinvent the digital landscape through visual media? If so, this internship is the perfect fit for you!

As a Digital Creative Content Intern at Ronald McDonald House Charities of Central Texas, you will work closely with the Creative Content Manager to help tell the powerful stories of the families we support. This internship offers hands-on experience in digital marketing, social media, video production, data-driven strategies, influencer partnerships, and long-form video editing—all while supporting a meaningful mission.

Key Responsibilities:

- Assist in creating and executing marketing campaigns across multiple platforms, including print, social media, website, and email.
- Produce and edit high-quality social media videos, long-form content, and promotional videos that effectively communicate the RMHC CTX story.
- Develop engaging content for social media platforms (Instagram, Facebook, TikTok) to increase brand visibility and engagement.
- Use analytics and data insights to inform social media and marketing strategies, ensuring campaigns resonate with target audiences.
- Help identify, engage, and collaborate with influencers to amplify the RMHC CTX message and extend the organization's reach.
- Work closely with the marketing and creative team to brainstorm, design, and implement innovative digital content strategies.
- Other duties as assigned.

Skills & Experience:

- Must be a current college student. Students must be in good academic standing and working toward a Bachelor's or Master's degree in Communications, Film, Journalism, Broadcasting, Marketing, or a related field.

- Proficiency in non-linear video editing (Final Cut Pro, Adobe Premiere, CapCut, etc.) and a strong understanding of visual storytelling.
- Ability to create compelling content tailored for various social media platforms and understanding of current trends, best practices, and influencer marketing.
- Excellent written and verbal communication skills, with the ability to create engaging content and collaborate with team members.
- Ability to manage multiple projects and deadlines while working in a fast-paced environment.
- Strong skills in Microsoft Excel, Word, and Google Docs, and familiarity with data analytics tools to inform decision-making.
- A general understanding of and passion for the mission of Ronald McDonald House Charities.

Why You'll Love This Internship:

- Use your creative skills to support a meaningful cause that impacts families in need.
- Gain real-world experience in a dynamic, fast-paced digital marketing environment.
- Get the opportunity to bring your innovative ideas to life through various digital media projects.
- Work alongside a passionate team, learning from professionals in digital marketing, video production, and creative content.

Physical Requirements:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Prolonged periods sitting at a desk and working on a computer.
- Must be able to lift up to 20 pounds at times.
- Ability to work off shift hours when needed.

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be construed as an exhaustive list of responsibilities, duties, and skills required of personnel. More in-depth information can be found in SOPs, working guidelines, policies, etc.

Equal Opportunity Employment Statement: RMHC is committed to equal employment opportunity both in principle and in fact. All employment decisions including, without limitation, decisions regarding recruitment, selection, hiring, compensation, benefits, training, advancement, discipline, termination, layoff, return from layoff, and other terms, conditions and privileges of employment, are based on individual qualifications, without regard to race, color, religion, national origin, sex, age, disability, sexual orientation, marital status or any other status not listed here protected by law.

Please submit your resume and cover letter to:

communications@rmhc-ctx.org

Ronald McDonald House Charities of Central Texas

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