

# Texas Lawyer Marketing Intern

## Company Overview

The only legal affairs newspaper in the state, **Texas Lawyer's** award-winning editorial staff provides the latest news from law firms, the courts, in-house legal departments and the state capital. In addition to a weekly newspaper, **Texas Lawyer** publishes a dozen books covering different practice areas and produces several continuing legal education events a year.

## Position Overview

The marketing intern reports to the Projects and Events Manager, but will also have duties assigned that support the Advertising Director and Circulation department. This position will allow the candidate to experience the myriad of responsibilities that fall in the realm of marketing while providing a better understanding of the inner workings of a legal newspaper. Additionally, marketing internships open career doors down the line.

The **Texas Lawyer** office is located in downtown Dallas. This position will include free monthly parking.

## Job Responsibilities

As a marketing intern, the candidate would support three departments, handling a variety of tasks including:

- Monthly direct mail marketing of our book products
- Monthly event marketing efforts
- Tracking of marketing effectiveness through reports
- Internet research to build advertising leads
- Semi-annual updating of job titles listed in our directory through e-mails, fax and phone calls
- Qualifying in-house counsel event registrants
- Database entry of event registrants
- Filing

## Qualifications

Applicants must be proficient in Word and Excel. This position requires a person who is detail oriented, a team player, well organized, has an aptitude for quick learning and a willingness to pitch in where needed. Although not mandatory, knowledge of Microsoft Access or Adobe InDesign are a plus.

## How to Apply

To apply for this internship, submit your cover letter, résumé and references to [aburciaga@texaslawyer.com](mailto:aburciaga@texaslawyer.com).

## Timeline

The marketing intern position is open for immediate hire. Applicants will receive an e-mail confirmation of résumé receipt and timeline for interview. Internship is for a 12 month duration with the possibility for renewal.

## Salary

This is a paid internship requiring 20 to 25 hours a week at an hourly rate of \$10. Weekly schedule is flexible within our 8 a.m. to 5 p.m. work day (Monday – Friday).

## Contact Information

(please include in listing) Anna Burciaga, Projects and Events Manager, [aburciaga@texaslawyer.com](mailto:aburciaga@texaslawyer.com)