

BBU *Media* INTERNSHIP

Location: 3833 South Texas Ave., Ste. 200, Bryan, TX, 77802, or remote opportunities available for the right candidate.

Internship Type: Part-Time | Paid

Start Date: August 3, 2026

End Date: December 23, 2026

About Beefmaster Breeders United

Beefmaster Breeders United (BBU) is the official breed association for Beefmaster cattle, dedicated to promoting and advancing the breed through marketing, education, and member services. Our mission is to provide resources and innovative communication strategies to support our members and the cattle industry.

Position Overview:

BBU is seeking a creative and motivated Media Intern to assist with digital marketing efforts, including social media management, email marketing, and graphic design. This role is ideal for a student looking to gain hands-on experience in agricultural communications, digital marketing, and brand promotion.

Key Responsibilities

- Assist in creating, scheduling, and managing content for BBU's social media platforms (Facebook, Instagram, LinkedIn, etc.).
- Design visually engaging graphics, infographics, and promotional materials for social media and email campaigns.
- Develop and schedule e-blasts to members and stakeholders using email marketing software.
- Monitor social media engagement, respond to comments/messages, and track analytics to improve content performance.
- Research industry trends and provide insights to optimize digital outreach.
- Assist in other marketing and communication projects as needed.



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Qualifications

- Currently pursuing or recently completed a degree in Marketing, Communications, Graphic Design, Agricultural Communications, or a related field.
- Experience with social media platforms and content scheduling tools.
- Basic knowledge of graphic design tools (e.g., Canva, Adobe Creative Suite, or similar).
- Strong writing and editing skills for digital content.
- Ability to work independently and meet deadlines.
- Passion for agriculture, cattle industry experience is a plus but not required.

Internship Benefits

- Hands-on experience in digital marketing and branding within the cattle industry.
- Opportunity to work with an established agricultural organization.
- Flexible hours with potential for remote work.
- Networking opportunities within the livestock and agribusiness sectors.

If you are a creative and driven individual with a passion for media and marketing, we'd love to hear from you!

How to Apply:

Submit your **resume**, a short **cover letter**, and **examples of previous creative work** (if available) to BBU's Director of Marketing, Hannah Nixon, at hnixon@beefmasters.org. Applications will be accepted until the position is filled.

