

## The Cowboy Up Podcast: Social Media and Marketing Internship Opportunity

[The Cowboy Up Podcast](#), located in Tucson, is looking for a student interested in assisting with social media marketing for the purpose of growing the podcast's online presence and increasing listenership and sponsorships. The ideal candidate will possess moderate knowledge of digital marketing and use of social media platforms.

Now in its fourth season, the Cowboy Up Podcast is hosted by dude rancher and cowboy Russell True and retired rancher and cowboy Alan Day. The show is all about the West and covers cowboy culture, western history, film, art, books, the environment, and more. Among the experts interviewed are *New York Times* bestselling authors, Hollywood stuntmen, horse trainers, filmmakers, saddle makers, regenerative ranchers, water experts, wild horse experts, historians, and civics advocates.

Hours are flexible with the student's schedule. This position is remote.

The intern will engage in the following activities:

- Create engaging social media content, including graphics, for feeds and stories on Instagram, Facebook, and Twitter (X)
- Use Sendible for social media posting
- Develop weekly and monthly content calendars
- Use Canva to create compelling graphics
- Monitor analytics to identify what's working and where to improve
- Other duties as assigned

This is a non-paid internship through the remainder of the Fall 2023 semester. It will open again in Spring 2024 with course credit being offered through SBS 393. The intern would receive 1-3 credits.

Please send your resume and a cover letter discussing your interest and experience to: Lynn Wiese Sneyd (Producer) at [lynn@lwsliteracyservices.com](mailto:lynn@lwsliteracyservices.com)