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## Pro Athletes Outreach/Sports Spectrum Social media internship job description

Social media interns support the digital media staff to develop and implement outreach and promotional campaigns to boost brand engagement and increase revenue.

*Purpose and responsibilities are outlined below regarding the internship position:*

- The internship will be 10 weeks, either remotely or in office
- The candidate must have access to a suitable computer and cell phone capability
- Specific tasks:
  - Assist with the design and execution of social media campaigns
  - Contribute to weekly and monthly editorial calendars to promote company brands on various social media websites
  - Create and distribute content such as infographics, videos and press releases on social media and traditional news outlets
  - Track social media engagement to identify high-performing ideas and campaigns for scalability
  - Support marketing team
- Qualifications
  - Currently enrolled in college pursuing a bachelor's degree in digital communications or related field such as advertising, journalism or graphic design
  - Impeccable oral and written communication skills
  - Ability to work remotely
  - Experience with major social media platforms including Facebook, YouTube, Twitter, Instagram, etc.
  - Knowledge of social media analytics software, such as Facebook Insights to track audience engagement and campaign performance
  - Experience with content management systems, word processor applications and image/video editing software
  - Interested in social media trends
  - Copywriting and editing skills
  - Creativity
  - Ability to work under tight deadlines

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