



COLORADO STORM MARKETING INTERNSHIP- SOCIAL MEDIA

Overall Job Purpose:

The Social Media Intern is responsible for assisting in the coordination and execution of our organization's social media strategy, working across key social media channels including Facebook, Twitter, Instagram and LinkedIn. This role offers the intern a total immersion into a busy digital recruitment business and the successful candidate will work closely with key members of staff, external social media consultants, and the organization's membership and potential participants to learn about social media, digital communications and marketing. This role will be instrumental in increasing our social media presence and gaining visibility for our brand among clients and candidates.

Reports To:

Director of Marketing, Amy Snider, BS Cornell University, 20+ years in sports marketing/management including soccer franchise co-founder and owner (USL W-League Colorado Force/Rapids Women/Storm Women), youth soccer club co-founder (Colorado Storm Fort Collins), and nonprofit co-founder (Be Active, Be Strong, and Soccer Without Borders-Greeley).

Key Duties:

- Assist with posting thoughtful, strategic social media content ensuring uniform content and tone of voice for landing pages, graphics, and other elements within the communities.
- Posting updates to the Colorado Storm LinkedIn account (under supervision from a Director)
- Liaising with staff internally to ensure that their company profiles are accurate and up-to date.
- Posting updates to the Colorado Storm Facebook account (under supervision from a Director)
- Build Facebook 'likes' by approaching current memberships and potential partnerships through other social media channels and email marketing campaigns.
- Creating written content to use across platforms; including the social media, blogs, website slides and newsletters.

Key Skills Required for the Role:

- Proven written communication skills, and a passion for writing both short- and long-copy.
- Excellent verbal communications skills.
- Familiarity with key social media tools (e.g. Twitter and Facebook) and with Microsoft Office products (e.g. Word, PowerPoint, Excel).
- Excellent attention to detail and a high motivation to learn.
- A proactive, service-focused attitude towards club members and potential participants; as well as the staff and the teams you support internally.
- An ability to remain calm under pressure and a robust/resilient attitude towards challenges.
- An ability to prioritize work and complete tasks with quick turnaround times and minimal fuss.
- The ability to work collaboratively with a team.

Timeframes Needed: Feb-May, May-Aug, Aug-Nov, Nov-Feb

Approximate hours: 4-10 per week, total of 160 hours per internship—this can be more or less as needed.

Compensation: College Credit hours with potential for subcontractor work following internship hour completion.

Online application: <http://coloradostorm.com/Colorado-Storm-Job-Opportunities>