



POSITION TITLE: Social Media Intern: Content, Design and Editing

PRIMARY SUPERVISOR: Maelyn Divinski, Manager—Digital Marketing and Communications

OVERVIEW: USA Ultimate (USAU) is a non-profit, membership-based organization which serves as the national governing body for the sport of ultimate in the U.S. Our mission is to advance the sport of ultimate in the United States by enhancing character, community and competition.

INTERNSHIP PERIODS: Winter (Dec-Mar), Spring (Mar-Jun), Summer (Jun-Sep), Fall (Sep-Dec)

**Exact dates are flexible and can be customized to align with academic calendar or other situational needs.*

POSITION DESCRIPTION: This position operates out of the USA Ultimate headquarters office in Colorado Springs. The social media intern will support marketing and communications department personnel in their day-to-day duties and will primarily assist in the generation of social media content and the organization and editing of video footage. Social media content tasks may include designing creative assets for social posts, updating the editorial calendar, researching trends to implement on channels, and curating and/or writing content. Travel to events may be required, depending on internship period, and would be covered by USA Ultimate.

POTENTIAL AREAS OF RESPONSIBILITY AND PROJECTS:

- Assist in organization and editing of video footage from past and current seasons.
- Work with marketing staff to generate engaging graphics, videos and contests on USA Ultimate's social media channels.
- Assist in organization and editing of video footage from past and current seasons.
- Assist in monitoring event livestreams and implementing engaging content.
- Curate possible social media content: design creative assets, draft copy for posts and strategize timing of publishing the content.
- Research and pitch relevant mini digital campaigns that are in alignment with USA Ultimate brands for respective social media channels.
- Compile and analyze social media metrics to determine success of contents and trends.

QUALIFICATIONS AND SKILLS:

- Strong desire to learn and gain experience in a professional work environment.
- Excellent writing, editing and communication skills.
- Knowledge and skills in Adobe Photoshop, Adobe Illustrator, Adobe Premier and Adobe After Effects.



- Familiarity with social media platforms and trends (i.e., Facebook, Twitter, Instagram, YouTube and Snapchat).
- Ability to work at least 10 hours per week during regular business hours (M-F, 9 a.m. – 5 p.m.).
- Attention to detail and organizational skills.
- Strong initiative, positive attitude and ability to work well with a variety of personalities.
- Creativity, proactive nature, resourcefulness and ability to work independently.

MEASUREMENTS AND DELIVERABLES:

- Complete projects as assigned.
- Compile and analyze metrics.

CONTACT: Please forward résumé, letter of interest, list of references as well as preferred term dates, in a single document via email to Leah Dolan-Kelley at intern@usultimate.org. Contact 719-219-8328 with questions.