



# Amateur Athletic Union (AAU) National Headquarters Internship Announcement

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| <b>TITLE:</b>          | Marketing Intern                           |
| <b>CLASSIFICATION:</b> | Seasonal Internship                        |
| <b>DEPARTMENT:</b>     | Marketing & Social Media                   |
| <b>REPORTS TO:</b>     | Director of Marketing and Public Relations |

## Overview

The Amateur Athletic Union is looking for a marketing intern to help cover all spring and summer events in a variety of disciplines: social media, public relations, graphic design, video production, multimedia, email marketing, and other marketing duties.

- Internship runs mid-January – mid-August; start day flexible
- Internship is full-time, paid; intern should expect to work 40 hours per week (some weekends) both at the AAU National Headquarters located in Lake Buena Vista, Florida near Walt Disney World Resort and at events at ESPN Wide World of Sports, Orlando Sports Center, and the Orange County Convention Center

## Description

- Work directly with Social Media Manager, Public Relations Manager, and Multimedia Coordinator to plan and execute all marketing initiatives and campaigns
- Actively monitor, update and analyze all AAU social media accounts
- Assist in writing and distributing press releases, media advisories and stories/blogs for website
- Generate unique content to be posted on AAU websites – graphics, videos, gifs, etc
- Conduct interviews on and off camera to produce stories/videos
- Assist in shooting b-roll/photos at events
- Other duties as assigned

## Required Qualifications

- Recent graduate or current student pursuing Bachelor's or Master's degree preferably in Sports Management/Business, Marketing, Public Relations, Journalism, Social Media, Broadcast Journalism/Photography or related area
- Excellent written and verbal communication skills
- Experience using social media platforms (Facebook, Twitter, Instagram, YouTube) to drive business objectives
- Confidence in ability to execute projects, problem solve as needed and develop creative solutions to obstacles
- Ability to work in a fast paced environment under pressure
- Proficient in Microsoft Office
- Must have own mode of transportation

## Preferred Qualifications

- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Experience writing press releases, developing a campaign, compiling a media kit
- Knowledge of a wide range of sports is a plus
- Experience in video editing (Premier Pro, Final Cut preferred)