



# Social Media Internship

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## Social Media

The Amateur Athletic Union (AAU) is the largest multi-sport youth organization in the United States with millions of athletes, coaches, officials and volunteers who participate in 36 sports. We are looking for a social media intern to help cover all summer and National Championship events.

## Overview

- Duration of Internship is May through mid-August
- Intern will work at the AAU National Headquarters located in Lake Buena Vista, Florida near Walt Disney World® Resort
- Internship provides a multitude of event management and operations experience

## Description

- Assist in updating and building the marketing database.
- Help write, produce and disseminate press releases, stories for web site, programs and media guides.
- Help in creating Mass Emails, Promotion Materials and/or Newsletters.
- Work with National Sport Chairs in conjunction with their events in regards to press releases, stories, etc...
- Other duties as assigned.

## Requirements

- Pursuing Bachelor's degree preferably in Sports Management/Administration, Business, Marketing, Public Relations, Journalism, Broadcast Journalism or similar field.
- Excellent written and verbal communication skills.
- Understanding of social media platforms: Facebook, Twitter, YouTube, Google+
- Self-Starter
- Must be organized and able to work through a project with little supervision.
- Must be multi-task oriented with the ability to work in a fast paced environment under pressure.
- Must be proficient in Microsoft Word, Excel and having some knowledge of Access.
- Must have proficient typing skills
- Knowledge of Sports
- Knowledge of Final Cut, basic editing
- Experience writing press releases, developing a campaign, compiling a media kit
- Must be comfortable working in a fast-paced environment and outgoing.

Please submit resume online by, [clicking here](#).

Any questions, please feel free to contact – Jennifer Miles, Internship Coordinator at [jennifer@aausports.org](mailto:jennifer@aausports.org) or Emily Braunstein, Event Sports Coordinator at [ebraunstein@aausports.org](mailto:ebraunstein@aausports.org)

