



## Social Media/Marketing Internship (unpaid)

SYSA is looking for a passionate, driven, and social-media savvy student intern to help promote current sports programs, fundraising events, coach recruitment and increase SYSA visibility through Facebook, Instagram, and other social media platforms. Gain experience using MS publisher, canvas, wordpress and constant contact.

**Time Commitment:** Internship available spring, summer, fall and winter seasons. This internship can fulfill 80 – 100 intern hours and will vary between day, evening, and weekend times.

### Expectations:

- Understand the overall mission of SYSA, our customers and our product
- Manage SYSA's social media accounts (Facebook, Instagram, and Twitter) and post content.
- Proactive/Create and schedule social media posts; holidays, school highlights, major sporting events
- Brainstorm and suggest ideas to improve social media visibility (creative ideas are welcomed and encouraged)
- Attend weekly sports committee meetings
- Engage in a current sport program by attending a game practice or meet. Take pictures/videos/live stream to post to SYSA social media platforms to engage our followers.
- Create Social media posts with the purpose of followers to "share" the post
- Create social media posts with the purpose of creating comments/engagements
- Interact with any questions or comments from followers
- Provide updates/reports on social media reaches and engagements
- Create sport flyers for school distribution software – Peachjar – include the mission of SYSA to families and community
- Update SYSA Website Calendar as new programs/events occur
- Manage content for newsletters
- May provide support for SYSA's annual event
- After internship is over, please provide feedback to SYSA: ex-What is your opinion on the internship that was provided? What did you enjoy most? Least? If you had to do it again, what would you do differently? Would you recommend this internship to a fellow classmate?

**SYSA Mission:** *"To provide sports activities for all youth, where everyone plays, develops skills, is taught good sportsmanship, and learns the value of being a team player".*