



### **CHAMPIONSHIPS AND ALLIANCES / Digital and Social Media Intern**

As part of the Championships and Alliances digital and social media staff, this individual will assist in executing the departmental strategy that includes: 1) enhancing the student-athlete experience; 2) promoting NCAA championships; 3) increasing revenue, awareness and viewership to NCAA championships and ancillary events through the NCAA digital and social media platforms; and 4) communicating consistent NCAA brand messages through digital and social media.

#### **Duties and responsibilities include:**

1. Assist Championships social media staff in identifying trends and storylines developing around various sports throughout the year.
2. Prepare graphics and videos daily for various social media platforms based on prepared graphic and video templates.
3. Research the social accounts and activity of schools, players and key influencers to help foster and develop meaningful social media relationships.
4. Compile weekly, quarterly and seasonal social media analytic reports.
5. Provide high-level social media data analysis based on social media analytic reports for presentation in biweekly social media team meetings.
6. Locate and gather video/photo assets from NCAA archive for use on social media channels.
7. Forge relationships with NCAA member schools on behalf of the social media team to enhance access and coverage year-round.
8. Assist where needed in implementing sport-specific social media strategies that drive engagement, brand awareness, revenue and traffic to the NCAA Digital platforms. Will be the public voice for specific accounts and must have good judgment as to what is posted.
9. Other duties and responsibilities as assigned.

#### **PREFERRED QUALIFICATIONS AND MINIMUM REQUIREMENTS**

1. Bachelor's degree (required).
2. Understanding of basic social media platforms and trends (required).
3. Excellent written and oral presentation skills (required).
4. Strong organizational skills, with attention to detail (required).
5. Willingness to work outside of traditional business hours (required).
6. Prior basic Photoshop and video editing experience (preferred).

Applicants interested in this position also could be interested in the Division II Governance internship.