



LEADERSHIP DEVELOPMENT

Job Descriptions – 2024-25 NCAA Postgraduate Internships

COMMUNICATIONS / Creative & Digital

General position summary: The creative and digital intern assists the national office staff in communicating news and information through ncaa.org, social media, video production and other digital communication platforms.

Former interns in this role have accepted jobs as athletics administrators, reporters, video producers and social media coordinators for NCAA member schools and conferences as well as media outlets like ESPN.

Desired knowledge, skills and abilities: Related work experience in content creation, social media platform management and written content production for digital platforms is desired. Other desired skills:

- Proven ability to communicate effectively through various channels.
- Demonstrated ability to collaborate and manage stakeholders and related expectations.
- Demonstrated understanding of social media (Facebook, Instagram, Twitter, LinkedIn, YouTube, SoundCloud and emerging platforms).
- Competent video editing skills and demonstrated understanding of video producing.
- Competent photography skills and understanding of editing programs.
- Proven ability to manage multiple tasks and tight deadlines, as well as work independently with basic direction.
- Strong organizational and ideation skills.
- Strong writing and editing skills, with knowledge of higher education and collegiate athletics.
- Basic ability in Adobe Photoshop, Adobe Lightroom, Adobe Premiere, Adobe AfterEffects and/or Final Cut Pro is not required but beneficial.
- General understanding of Google Suite, Slack, Trello and/or other team collaboration tools
- General understanding of social media content delivery platforms like Spredfast, Sprinklr, Hootsuite, etc.
- General understanding of podcast editing and producing.
- General understanding of conducting interviews and recording podcasts using Zoom or Microsoft Teams
- General understanding of brand management, crisis communications and strong computer skills.
- Demonstrated ability to responsibly handle privileged and confidential information
- Applicants interested in communications digital/creative internship position could also be interested in ranking the Division II Governance internship into their top three because of similar skill set requirement.

Essential duties:

- Visual communication: Conceptualize, design and create varying content types to help explain the NCAA's complex structures, legislation, decisions and various messaging points to a public audience.
- Social media community management: Assist in the day-to-day curation of NCAA social media platforms to communicate NCAA messages to the general public.
- Project management: Assist other departments with online initiatives, including webinars, videos, social media projects, and campaigns as assigned.
- Website management: Update areas of ncaa.org as assigned by the web team. This includes posting stories, keeping content up to date and designing layouts.
- Conceptualize, shoot and edit video with an eye on messaging to audiences on various platforms, as well as preproduction and postproduction duties.



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- Photograph and edit internal NCAA events and meetings to promote the work the National Office conducts across various platforms, as well as help facilitate staff professional headshots.
- Compiling information from multiple sources within the national office, member schools and outside organizations for use in daily update of membership and personnel records.
- Participate in communications departmental assignments, demonstrating collaboration that enhances team performance.