



Championships and Alliances: Social Media

As part of the championships and alliances 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 social media platforms; and 4) communicating consistent NCAA brand messages through social media.

Duties and responsibilities:

1. Assist championships staff in executing the social media strategy that services all 90 championships by monitoring, posting and measuring content success across NCAA championships platforms on Facebook, X and Instagram.
 - a. Content posting will drive engagement, brand awareness, revenue and traffic to the official NCAA platforms.
2. Becoming the public voice for specific NCAA sports accounts.
 - a. Must have good judgment as to what is posted as it relates to a given brand strategy.
3. Prepare graphics and videos daily for various social media platforms based on prepared graphic and video templates.
4. Identify trends and storylines developing in a live environment around various sports throughout the year and react to them within the brand strategy.
5. Research social accounts and activity of schools, players and key influencers to help foster and develop meaningful social media relationships.
6. Provide high-level social media data analysis based on social media analytic reports for presentation in biweekly social media team meetings.
7. Locate and gather video/photo assets from the NCAA archive for use on social media channels.
8. Forge relationships with NCAA member schools on behalf of the social media team to enhance access and coverage year-round.
9. Other duties and responsibilities as assigned.

Preferred qualifications and minimum requirements:

1. Bachelor's degree (required).
2. Experience posting or creating content for brand social media channels (required).
3. Strong organizational skills with attention to detail (required).
4. Willingness to work outside of traditional business hours (required).
5. Excellent written and oral presentation skills (required).
6. Prior Adobe Creator Suite experience (Photoshop and/or Premiere) (preferred).

*Applicants interested in this internship could also be interested in the Division II governance internship.