



Sports Force Parks – Digital Marketing intern

Job Description



Overview:

Digital Marketing Intern

We're looking for an energetic and driven marketing intern to join us at Sports Force Parks and help bring our vision of "SPORTS. FAMILY. FUN." to life for all of our guests. Your day to day tasks will concentrate mostly on social media but will also include other marketing-related assignments.

This is an excellent opportunity for someone who's focused on having a career in digital marketing. You'll use your creativity and ability to think outside the box to grow Sports Force Parks' social media presence. We want you to help us shape our social media strategy as we continue to grow in our local market and nationwide. Our goal is for you to finish this internship having worked on worthwhile projects that will look great on your resume.

Responsibilities

- Capturing and posting social media content on Sports Force Parks' Facebook, Twitter, Instagram and Snapchat accounts
- Researching social media trends and providing suggestions on how to improve our efforts
- Social media administration (ie coordinating social media contests, keeping track of our pages' growth, etc.)
- Building brand awareness by creating ads and writing press releases
- Working with guests one-on-one to document their park experience
- Assembling weekly sales recaps for Sports Force Parks' partners/sponsors
- Attending sponsorship presentations with our Park Manager
- Other tasks as assigned by Park Manager and Marketing & Communications Manager

Requirements

- College student in their junior or senior year studying Marketing, Public Relations or Communications.
- Experience in social media (ie college classes, other internships, you have your own blog, etc.)
- Proficiency in Microsoft Office (Word, Excel, PowerPoint)
- Excellent writing skills
- Proactive nature
- Ability to manage multiple projects at once
- Ability to work weekends
- Responsible and punctual

Additional skills

- Graphic design, photography and/or videography experience is a plus
- Although not required, a love and understanding of sports is preferred

Job Location: Vicksburg, MS