

## **Arizona Coyotes - Social Media Intern**

### **Job Summary**

The Arizona Coyotes are seeking a Social Media Intern to join the Marketing Team. This position will report to the Director of Social Media Strategy and the Social Media Specialist and will contribute to coverage of the Coyotes for gamedays and for other events on platforms including, but not limited to, Twitter, Instagram, Facebook, and Snapchat.

### **Tasks and Responsibilities:**

- Generate gameday content for Twitter, Facebook, and Instagram/Instagram Stories
- Capturing, editing and sharing unique, behind-the-scenes photos and videos
- Monitoring and replying to fan comments, messages, questions, etc.
- Cover games/team related events on Snapchat Story
- Tracking and analyzing the team's social media activity and engagement
- Oversee execution of fan giveaways/experiences
- Cut video highlights and create score graphics during games
- Ideation for content to be shared across various social media platforms
- Finding and sharing emerging social media practices and trends with the rest of the social media team

### **Required Knowledge/Skills/Job Qualifications:**

#### ***Knowledge, Skill and Ability:***

- Familiarity with Adobe Creative Cloud, especially Photoshop, is a plus
- Experience with basic photography and videography is a plus
- Able to produce high quality content in a fast-paced environment
- Strong oral and written communication skills
- Comfortable working on projects as part of a team or individually
- Skilled at multitasking and able to react quickly to unpredictable situations
- Ability to work nights, weekends, and holidays
- Available for office hours
- Positive attitude and strong work ethic

### ***Education and Formal Training:***

- Must be a junior, senior, postgraduate student, or within a year post graduation pursuing a degree from an accredited college or university
- Preferably studying/studied journalism, public relations, communications, or another related field

***Experience:***

- Experience working in social media/sports, is a major plus