

## **Job Description**

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The S1MH Internship Program is a holistic program designed to give students an intensive immersion in the exciting and challenging world of sports and to teach our four core principles 1) Gratitude, 2) Empathy, 3) Accountability, and 4) Effective Communication. Undergraduates, and graduates accepted into the program are each entrusted with a live, media project to own and execute over the course of their internship with us. Each intern receives a customized learning plan to ensure they get the right levels of coaching, mentorship, and formal training as they deliver their work at S1MH.

S1MH looking for digital marketing interns. The internship program runs year-round. The position is unpaid, and for course credit only. As a digital marketing intern, one will gain skills, knowledge and valuable experience in many professional aspects including, but not limited to: website development and maintenance, how to use and maximize search engine optimization (SEO) marketing campaigns, content creation, and other general office administration.

- Work with team members to understand & develop digital marketing strategies that will meet client objectives;
- Assist in maintenance of various websites and blogs;
- Learn SEO best practices and write meta content;
- Content creation, including blogs, social media, and email campaigns;
- Assist in execution of various email campaigns;
- General administrative work and errands;
- Initiate and be willing to take on responsibilities beyond the scope of the job description;
- Flexibility to travel if needed; and
- Assist in additional projects and duties as assigned.

## **Requirements**

- Must be enrolled as an undergraduate or graduate student.
- Must be able to earn course credit for internship experience.
- Available a minimum of 20 hours per week.
- Excellent writing skills and ability to draft correspondence.
- Outstanding organizational, planning and time management skills.
- Professional demeanor and strong interpersonal skills to communicate effectively with individuals at all levels.
- Ability to handle confidential matters discreetly.
- Ability to handle pressures of fast paced work environment and work well under pressure and within deadlines.
- Experience in sports, sports marketing, sports business, is a plus; and
- Must have reliable transportation

## **Technical Capabilities:**



- Must know After Effects;
- Proficiency in Adobe Creative Cloud (Photoshop, Illustrator, and InDesign);
- Understanding of Wordpress, Magento, Drupla, or equivalent CMS;
- Basic knowledge of e-mail marketing;
- Understanding of CRM platforms (Dynamics, Salesforce, Zoho, Pipedrive, etc.);
- Basic understanding of HTML and web language;
- Proficient in Microsoft Office Suite;
- Experience running social media campaigns, including content-creation, analytics, and optimization strategies;
- Basic understanding of SEO; and
- Knowledge of Video Editing Software (Adobe Premier Pro, Final Cut, Avid).