

## THE CROSSOVER GROUP // SOCIAL & CULTURE INTERN

**The Crossover Group** is a first-of-its-kind, athlete-powered music venture founded by music industry veterans. We operate at the intersection of **sports, music, and fashion**, partnering with athletes, artists, and brands to build culturally relevant content, IP, and platforms.

TCG is seeking a motivated intern to help **build and grow new social accounts from the ground up**, with a focus on TikTok and Instagram. This role is ideal for someone who lives in internet culture, understands what performs organically, and wants hands-on experience shaping social platforms—not just maintaining them.

This is an opportunity to take real ownership of emerging accounts and help define how sports, music, and fashion intersect online.

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### **Responsibilities:**

- Help **launch, build, and grow TikTok and Instagram accounts** centered around sports, music, fashion, and athlete culture
  - Develop and pitch short-form content ideas (Reels, TikToks, Stories) that spotlight:
    - Artists and music releases
    - Athlete–music crossover moments
    - Fashion, tunnel fits, and cultural moments
  - Identify trends, formats, memes, and sounds that translate authentically to TCG's world
  - Capture, curate, and repurpose content from events, studio sessions, games, and behind-the-scenes moments
  - Collaborate closely with TCG leadership to create high-impact moments around releases, announcements, press, and partnerships
  - Help shape the **voice, tone, and creative direction** of new social pages as they grow
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### **What This Role Is Not:**

- Not a traditional social media manager role
- Not focused on constant scheduling, community moderation, or customer service
- Not corporate or overly brand-safe content

This role is about **building culture-first accounts**, experimenting with formats, and learning how modern music and athlete brands are grown.

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### **Ideal Candidate:**

- Strong interest in **sports, music, and culture**
- Experience creating or producing short-form social content
- Deep understanding of TikTok, Instagram, and emerging content trends
- Creative, proactive, and comfortable working independently
- Strong instincts for what feels authentic vs. forced on social
- Ability to prioritize ideas, iterate quickly, and meet deadlines
- Clear written and verbal communication skills
- Strong attention to detail and organization

### **Bonus if you:**

- Edit video (CapCut, Premiere, Final Cut, or native apps)
- Have built or grown a niche page or personal account
- Follow athletes, artists, stylists, and culture pages closely

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**Requirements:**

At this time, we are only seeking candidates who can receive college credit. This is a 3-month internship with the possibility of extension for the right candidate

To apply, please email with the subject line "TCG Intern Submission - NAME":

- Resume
- Short cover letter
- Example(s) of previous work (social accounts, videos, or creative projects)