



Good Sport Promotion

## **SOCIAL MEDIA COMMUNICATIONS INTERNSHIP**

HOURS: 15-20 hours a week

COMMITMENT: 4.5 months, Late May through September.

Must be available to work the following select event dates: 6/12, 6/19 (potentially optional), 7/10, 8/7, 8/22, 9/11.

COMPENSATION: \$500/month, free tickets to our events, excellent on-the-job training, many other perks.

### **THE COMPANY**

Good Sport Promotion is a fun, nimble, creative event coordination company specializing in running and cycling events. Our events include Reach the Beach, Worst Day of the Year Ride, the Portland Century and many others. A significant number of our events are fundraising events for non-profit organizations. We are sister companies with ORbike.com and share many of the same staff and projects.

### **THE POSITION**

We seek an intern to help media and communications work, including writing and sending press releases, maintaining and establishing Facebook pages, writing blog articles, populating calendars with our event listings, connecting with partner organizations, updating the ORbike calendar, listing our events on public calendars, archiving newsletters, profiling event participants and much more.

### **BENEFITS**

This position is an excellent opportunity to learn from very experienced event planners in a real world situation. You will have the opportunity to work on fun, creative events in a supportive, flexible environment while gaining invaluable job skills and building your resume. You will hone your skills in PR, writing and marketing.

There is plenty of opportunity for on-the-job learning while contributing to a fast-paced company working on very cool events.

### **THE WORK ENVIRONMENT**

We all work from home. We coordinate projects largely by phone and e-mail and use an online virtual office. This position is supervised by our Marketing Director.

### **REQUIRED + HELPFUL SKILLS**

Excellent writing skills, especially the ability to write short, succinct motivational pieces. Ability to self direct and work alone for long periods of time; strong knowledge of computers and the ability to work in a virtual office.

Knowledge of the benefits of social media platforms and ability to use them (Twitter, Facebook).

Ability to work on tedious tasks for long periods of time. Though there are only a few such projects in this internship they are an integral part of our marketing and extremely important.

Ability to work independently from home with limited immediate oversight, though extensive support is always available by phone, e-mail or a meeting.

Basic HTML-based web editing (not building).

A limited amount program training is available. If your skills are extremely strong in some areas of the internship more than others but you have enthusiasm and the desire to learn more, please do not let the limited skills discourage you from applying.



## MUST HAVES

You will need to use your own computer for this internship.

You must have the ability to create your own office with sufficient access to: Microsoft Excel and Word (or the ability to work with those files in an alternate program without disrupting any formatting or information contained in the files), e-mail reading (online or on your computer) and internet access.

## OH MY!

We're growing and trying new ideas all the time. We keep up with trends and technology and like to have fun with our events. We try to make the event experience as fresh and fun as possible for our participants, while raising money to support the beneficiaries. We engage our participants in the activities, seek their input, get their feedback on our blogs and through Facebook, tweet like mad, send them event newsletters, showcase photo galleries and more. An enthusiasm for cycling, running or events will greatly assist you in this role.

## HOW TO APPLY

Please submit the following FIVE items by May 20th at 11:59pm.

E-mail to [Ayleen@GoodSportPromotion.com](mailto:Ayleen@GoodSportPromotion.com)

1. Cover letter that addresses these points:

\* What about this position is appealing to you?

\* Why are you an aspiring social media expert?

\* Tell us your ideas about what is happening in the world of promoting events/causes/projects/products that excites you right now.

\* Extensive web technology implementation and maintenance experience is not at all required for this position but it is extremely helpful for us to know about your experience (if any) in this department. Please tell us your specific knowledge of web-based technology: websites (design, maintenance, programming), blogs (design, implementation or writing articles), social media (establishing pages, maintaining pages, maximizing pages) and anything else related.

\* In a short blurb (no longer than 100 words), share with us some thoughts on marketing. This could be your personal philosophy of good marketing, your knowledge of key points in marketing, your expertise or specialty, or other related information on the subject.

2. Resume

3. Three references

4. List of computer programs you know well enough to use professionally

5. Please tell us about your personal computer set up (platform, operating system, programs, internet capability, peripherals, etc).

### ACCEPTED FORMATS:

\* A standard .doc Word file

\* A pdf

\* The information pasted into an e-mail

## CONTACT

Ayleen Crotty

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