



Social Media/ Marketing Intern Job Description

Job Responsibilities:

- Team lead for running club and health fair initiatives in an effort to create awareness.
- Reach out to local businesses for event awareness and partnership opportunities.
- Assist in making phone calls to existing partners and companies
- Create a content calendar for Track Shack's social media accounts
- Assist in creating and implementing social media campaigns
- Organize and select assets and writing captions
- Help monitor and post on social media channels
- Support the team at live events with content creation and execution
- Track analytics of social media campaigns. Create reports to share with the Marketing team, find trends to determine what is working with the overall strategy.

Preferred Skills:

- Clear and concise communicator through email, phone and in person
- Copy writing for social and web posts
- Strong and detailed researcher
- Strong ability to work as part of a team
- Dynamic self-starter who can operate in a fast paced environment
- Creative, highly organized and can handle many tasks at once
- Experience working on platforms: Facebook, Instagram, Twitter, YouTube, LinkedIn, Tik Tok
- Working knowledge of content planning and scheduling platforms
- Desire to learn

Internship Program

Our 8-month internship program provides the opportunity for an intern to gain insight and exposure to the road race management industry, explore new career options through contacts in the industry, and discover additional skills in planning, communication, decision-making, and organizing. An intern is required to work weekends as most of the events are on Saturday or Sunday mornings.

Hours: 15 -20 hours per week during non-event week; 20 hours during event week

Compensation: Commensurate with work experience

Contact: Send resume, references and cover letter to Maria@trackshack.com