



Track Shack Events is the road race management leader in the southeast U.S. Our company produces running and walking races, such as 5k, 10k, and half-marathon events, that benefit the community. A sister company to Track Shack, Orlando's premier specialty running retail store, Track Shack Events has been producing road races for over 45 years. Our team currently produces 15+ events a year, improving the overall health of Central Floridians.

A social media intern will get firsthand experience by working on a wide range of marketing and social media initiatives within the Track Shack family of companies: Track Shack retail, Track Shack Events, and training programs.

SOCIAL MEDIA INTERN DESCRIPTION

Job Responsibilities:

- Maintain a content calendar for Track Shack's social media accounts including Facebook, Instagram, X, YouTube, LinkedIn, and TikTok.
- Content creation – develop visually appealing posts across Track Shack's platforms.
- Write engaging captions and copy that align with the brand voice.
- Monitor social activity and engage with social media accounts for comments, mentions, and messages.
- Support the team at live events with content creation and execution.
- Analyze social media metrics. Create reports to share with the marketing team. Find trends and determine what is working with the overall strategy.

Preferred Skills:

- Experience working on Facebook, Instagram, X, YouTube, LinkedIn, and TikTok.
- Entry-level graphic design.
- Basic video editing skills.
- Working knowledge of content planning and scheduling platforms.
- Strong writing and editing skills.
- Excellent communication and interpersonal skills.
- Ability to work as part of a team and independently.

Internship Program

Our 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. A Track Shack Events intern is required to work weekends as many of our events are on Saturday or Sunday mornings.

TRACK SHACK EVENTS

1013 Montana Street | Orlando, FL 32803 | 407.896.1160 | TrackShack.com

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

Compensation: Commensurate with work experience

Contact: Please send a resume and cover letter to Natalie@trackshack.com

TRACK SHACK EVENTS

1013 Montana Street | Orlando, FL 32803 | 407.896.1160 | TrackShack.com