



Communications and Marketing Internship

Reporting to the Vice President of Programs, the Marketing and Communication Internship position will support communication and marketing efforts at the National Interscholastic Cycling Association (NICA).

This is a part-time internship position (20 - 32 hours a week) in Berkeley, California, beginning early September 2017 and ending late January, 2018.

Responsibilities:

Communications

- Fulfill and maintain NICA master communication plan with social media and NICA newsletters;
- Create social media and NICA newsletter content;
- Support and enhance the NICA small donor experience by creating opportunities for engagement through on-line campaigns and online fundraising tools.
- Support photo management;
- Provides editorial review, creativity and input when needed; and
- Tracks communication and user engagement metrics.

Partner/Sponsor Management

- Support the coordination, fulfillment, and tracking of sponsorship product;
- Support NICA Technology and Media Manager where needed to fulfil sponsor obligations;
- Maintain partnership / sponsorship dashboard to track overall status of efforts; and
- Fulfil partner / sponsor media requests.

Requirements:

- Experience and aptitude in newsletter and social media content creation
- Knowledge of Facebook, Twitter and Instagram;
- Solid writing and editorial abilities;
- Familiarity with cycling or experience in bike industry;
- Passion for riding bikes, youth engagement and the outdoors; and
- Team player.

Applicants:

- Interested candidates are requested to send cover letter and resume by August 7th, 2017 to: Laurend@nationalmtb.org
- To learn more aboutt NICA, please visit www.nationalmtb.org and review social media content posted on social media channels (@nationalmtb)