

## Marketing and Social Media Internship 2023 Grandma's Marathon



### DESCRIPTION

Grandma's Marathon-Duluth, Inc. is looking for 3-5 Marketing and Social Media interns to join the organization in support of the 2023 Grandma's Marathon Weekend and other annual events.

This part-time position provides hands-on experience in special event planning, marketing, and social media including brand ambassador management, social media coordination, media relations, and customer service. The position is flexible and can include other areas depending on skill set and interest.

Each Marketing and Social Media intern will contribute to organizing a leading United States marathon and one of the region's largest events, which sees over 20,000 weekend participants and has a \$20.6 million annual economic impact. All interns will report to the Marketing and PR Director and Program Director but may work with all members of the Grandma's Marathon staff as needed.

### RESPONSIBILITIES

- Assist with planning and execution of social media (Facebook, Instagram, Twitter, etc.) for Grandma's Marathon weekend and other Young Athletes Foundation events
- Gather social media metrics and engagement data and create plan for improvement
- Identify stories to share with the local and national media prior to and during Grandma's Marathon weekend
- Assist in managing our brand ambassadors, including interacting with them via social media and on race weekend
- Create social media content and/or staff the Grandma's Marathon Media Center during race weekend and other Young Athletes Foundation events
- Assist in fulfilling sponsor obligations and updating website prior to race weekend
- Provide day-to-day office support of Grandma's Marathon operations and programs

### REQUIREMENTS

- Excellent interpersonal, written, and verbal communication skills (*juniors or seniors seeking degree in related field are preferred*)
- Ability to adapt and prioritize in fast-paced work environment while maintaining a strong attention to detail
- Must agree to represent Grandma's Marathon in a positive manner at all times

## **SCHEDULE**

Each selected intern will work approximately 100 hours from mid-February until the end of June or mid-July, although the exact days and times are flexible depending on individual schedules. Additional and increased weekend/evening hours may be required around key events and planning meetings, including but not limited to the following:

- Saint Fennessy 4K --- March 18, 2023
- Fitger's 5K --- April 22, 2023
- Essentia Health Fit-N-Fun Run --- TBD
- Grandma's Marathon Weekend --- June 15-17, 2022
- Park Point 5-Miler --- July 13, 2023

## **COMPENSATION**

Each selected intern will be paid \$12/hour for his or her time worked (~100 hours total).

## **HOW TO APPLY**

For those interested, please submit a resume and brief letter of interest to Marketing & Public Relations Director Zach Schneider via email at [zach@grandmasmarathon.com](mailto:zach@grandmasmarathon.com) **no later than January 31, 2023.**