

Marketing and Social Media Internship

2024 Grandma's Marathon



DESCRIPTION

Grandma's Marathon-Duluth, Inc. is looking for 2-3 Marketing and Social Media interns to join the organization in support of the 2024 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 125-150 hours from February to 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.

The following are required dates for this position:

- Saint Fennessy 4K --- March 16, 2024
- Fitger's 5K --- April 20, 2024
- Essentia Health Fit-N-Fun Run --- TBD
- Grandma's Marathon Weekend --- June 20-22, 2024
- Park Point 5-Miler --- July 18, 2024

COMPENSATION

Each selected intern will be paid \$12/hour for his or her time worked (~125-150 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 **no later than January 31, 2024.**