

Marketing & Public Relations Internship

Grandma's Marathon



DESCRIPTION

Grandma's Marathon-Duluth, Inc. is looking for 1-2 Marketing & Public Relations interns to join the organization in support of Grandma's Marathon race weekend and other Young Athletes Foundation (YAF) 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 & Public Relations 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 \$39.4 million annual economic impact. All interns will report to the Marketing & Public Relations Director but may work with all members of Grandma's Marathon staff as needed.

RESPONSIBILITIES

- Assist with gathering and sharing stories relevant to Grandma's Marathon weekend and other Young Athletes Foundation (YAF), including but not limited to elite athletes, citizen runners, charity runners, volunteers, and sponsors
- Write stories to share via multiple outlets, including but not limited to on social media, directly with local, regional, and national media, or in the Grandma's Marathon Media Guide
- Identify which stories to share with the local, regional, and national media prior to and during Grandma's Marathon weekend
- Assist with planning and execution of social media strategy (Facebook, Instagram, Twitter, etc.) ahead of and during Grandma's Marathon race weekend and other Young Athletes Foundation (YAF) events
- Assist in managing our brand ambassadors, including interacting with them via social media and on race weekend
- Take the lead in creating engaging and informative social media content during Grandma's Marathon 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
- Ability to always represent Grandma's Marathon in a positive manner

SCHEDULE

Each selected intern will work approximately 6-10 hours/week from February to 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 14, 2025
- **Fitger's 5K** – April 18, 2026
- **Grandma's Marathon Race Weekend** – June 18-21, 2026
- **Park Point 5-Miler** – July 16, 2026

COMPENSATION

Each selected intern will be paid \$14/hour for time worked.

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, 2026.**