



Title of Position: Intern – Social Media/PR for the Wells Fargo Ski Cup

Location: Sports Authority Field at Mile High, Denver, CO

Updated: January 2017

About the NSCD:

NSCD is one of the largest outdoor therapeutic recreation agencies in the world. Each year more than 3,000 children and adults with disabilities participate in our programs to learn more about sports and themselves. With specially trained staff, a custom adaptive equipment lab, and over 800 volunteers, the NSCD teaches a variety of winter and summer sports and activities to individuals with almost any physical, cognitive, emotional or behavioral diagnosis. Year round programming is based out of Winter Park Resort and Sports Authority Field at Mile High.

Position Summary:

The social media/PR intern for the Wells Fargo Ski Cup will develop and execute the social media campaign specific to this event. They will actively engage and encourage event attendees to participate and promote event highlights for the 42nd Annual Wells Fargo Ski Cup. Over the event weekend, February 24-26, the intern will be responsible for posting event updates and tagging appropriate sponsors with correct social media handles, ensuring that the event campaign and hashtag is being utilized in every event post across all social media platforms. #WFSkiCup.

The internship availability is immediate - March, 2017. Applicate must be available for onsite event February 22-26, 2017 at Winter Park Resort. Lodging will be provided.

Duties:

- Develop event social media campaign for the Wells Fargo Ski Cup.
- Highlight growth opportunities in the social media field
- Actively engage event attendees and courage participation in social media campaign through tagging, sharing and liking
- Offer strategic insight and assist in implementation of social media growth opportunities
- Assist in the development of campaigns to cross multiple social media outlets.
- Research industry comparable social media presence.
- Assist with ongoing marketing projects as needed.
- Perform other duties as assigned.

Education and Experience Required:

- Applicants will be in pursuit or a recipient of a degree within the following: communications, advertising, marketing or other relevant field.
- A personable and outgoing willingness to approach groups of people is a plus.

- Agency or client side experience and knowledge of the social media online space is preferred - including existing (Facebook, Twitter, Youtube, Instagram, etc.) as well as emerging social platforms.
- An understanding of the WordPress platform and a willingness to learn about many other types of web design tools.
- Applicants must have excellent written and oral communication skills, as well as a working knowledge of Microsoft Office Suite.
- Applicants should be well organized, self-motivated and reliable and should be able to work well both independently and as a part of a team.
- Applicants should possess laptop or computer to allow for offsite assignments.
- Must have a valid CO driver's license and meet background check criteria to drive NSCD vehicle.

Physical Demands:

- Position requires walking, standing and sitting.
- Being able to work 12+ hour days over event dates.
- Must be able to use standard phone system and use a keyboard and computer screen.
- Must be capable of understanding conversations.
- Vision sufficient or adaptive capabilities to read printed, handwritten, typed and computer generated material.

To apply, please submit the following via email to jobs@nscd.org:

1. Cover letter that outlines your interest in an internship and answers the following questions:
 - * Tell me something about yourself that others have told you is interesting?
 - * What are you good at?
 - * What are you most proud of?
 - * An answer to question we should have asked.
2. Resume including accomplishments
3. Application found here:
http://www.nscd.org/pdfs_employment/NSCD-Application-for-Employment.pdf

Equal Employment Opportunity (EEO) Policy

NSCD is dedicated to the principles of equal employment opportunity. We prohibit unlawful discrimination against applicants or employees on the basis of age 40 and over, race, sex, color, creed, religion, national origin, disability, sexual orientation, ancestry, citizenship, veteran status, genetic information, or any other applicable status protected by state or local law.

NSCD is committed to a drug free work place.