

# MARATHON KIDS

**Title:** Social Media Intern

**Reports to:** Heidi Gollub, Chief Marketing Officer

**Start Date:** January 2020

**Hours:** Part-time (16-20 hours per week)

Marathon Kids is dedicated to improving the health of children by providing them with the tools, motivation, and support to live happier, healthier lives. In the past 24 years, Marathon Kids has transformed the lives of more than two and a half million children across all 50 states. Kids need more access to physical activity. We are building a community around the movement to get them running, and help them go the distance.

## **JOB DESCRIPTION:**

We are seeking a driven, fast-learning, inventive intern who is passionate about changing the lives of children and is ready to apply social media, marketing, and communications knowledge to that cause. This internship will provide hands-on experience with an innovative nonprofit—you will be mentored by professionals actively changing the NPO world, elevate your work portfolio through real-world experience, and help deliver on the promise of the Marathon Kids mission to get kids moving.

## **RESPONSIBILITIES:**

- **Write.** Social media posts, coverage reports, and recaps—strong writing skills are essential.
- **Research.** Get down and dirty with the ins and outs of our world. Take initiative to learn what you don't know to help inform stellar work and decision-making.
- **Hustle.** Get scrappy pitching media and influencers; develop media and community relationships and put them to use.
- **Plan.** Assist in event planning, coordination, and management. Be detail-oriented and resourceful.
- **Analyze.** Hone your critical thinking skills and look deeply at the landscape and materials in front of you. Synthesize insights from your learning and develop reports that shed light on the unknown.
- **Strategize.** Be ready to come to the table with thoughts, poignant questions, and recommendations.
- **Adapt.** We move fast, experiment, and pivot as soon as we identify a need to change course. Adaptability and flexibility are critical to this role.
- **Engage.** Be part of a small, highly productive, and dynamic team. Leave a real legacy with your ideas and projects.

[www.marathonkids.org](http://www.marathonkids.org)

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## REQUIRED QUALIFICATIONS:

- Current undergraduate student
- Proficiency with social media platforms
- Marketing experience
- Basic understanding of Wordpress

## PREFERRED QUALIFICATIONS:

- Experience managing social media channels for a brand
- Understanding of basic social best practices
- Experience with video and/or photography
- Google analytics proficiency
- Familiarity with social media management tools like Hootsuite

## APPLICATION INSTRUCTIONS:

To be considered, please email your resume and cover letter to [heidi@marathonkids.org](mailto:heidi@marathonkids.org).