



Position: Communications Intern

Reports To: Membership and Community Development Manager

Start Date: March 1, 2023

Location: Austin, TX

Hours: 20 hrs/wk, including some weekend events

Marathon Kids/Austin Runners Club is an Austin-based nonprofit dedicated to transforming lives through running. Running empowers people of all ages, backgrounds, and abilities to lead a lifetime of well-being. It starts with our national youth physical activity program, Marathon Kids which focuses on increasing the daily physical activity that will support them into adulthood. While Austin Runners Club has a focus on adult running programs, such as run groups, community events and races, and educational opportunities designed to keep our community active and healthy.

The Communications Intern offers undergrad or graduate-level students hands-on business experience within various departments. We offer a collaborative work atmosphere and creative opportunities. This unique role will support the Marketing Director and Membership and Community Development manager with social media posts, blog posts, and the monthly Austin Runners Club newsletter.

Primary responsibilities include, but are not limited to:

- Provide assistance with idea generation, content creation, planning, and scheduling for all ARC and Marathon Kids' social media platforms
- Managing the social media calendar.
- Brainstorming campaign ideas.
- Analyzing analytics to gauge the success of campaigns.
- Write blog posts to support ARC's marketing strategy
- Participate in weekly meetings, assisting with requests and questions regarding all ARC and Marathon Kids' social media accounts
- Assist Membership & Community Development Manager with the monthly ARC newsletter
- Organize photos and media for archiving needs
- Attend and photograph community events for social media content such as reels, live stories, and posts
- Other duties as assigned by the Marketing Director and Membership and Community Development Manager

Knowledge & Skills

- Excellent communication, computer, and organizational skills
- Excellent knowledge of social media platforms.
- Knowledge of analytical tools.
- Creative mindset.
- Pursuing a degree in Communication or a related field.
- Prior experience with marketing or social media.
- Knowledge of Word, Excel, and PowerPoint, including Google Suite
- Experience with the Adobe Photoshop, Premiere, and Illustrator
- Experience in Canva
- Experience with email platforms such as MailChimp
- Experience using Asana for project management

Values & Characteristics:

- Embodies Marathon Kids/Austin Runners Club core values: community, dedication, empowering, agile and inclusive
- Must be able to take initiative, be a self-starter and be able to work independently
- Ability to maintain professionalism, be flexible, and able to handle multiple tasks
- Ability to effectively communicate the mission, values, and vision of Marathon Kids/Austin Runners Club
- Passionate about leading a healthy lifestyle
- Personable, adaptable, and comfortable in an ever-changing environment
- Ability to perform detailed administrative tasks while connecting tactical steps to the broader context
- Exceptional written and communication skills
- Strong team-orientation

Internship Requirements:

- Applicants will need to live in Austin and will primarily work remotely
- Applicants must be at least a sophomore in college
- Applicants must use their own computer and cellular devices
- Applicants must be available for some weekend events

Please email your resume and cover letter to jobs@marathonkids.org. We look forward to learning more about you and your passion for our mission!