



JOB DESCRIPTION: Athletic Marketing and Public Relations Intern

CLASS TITLE: Athletic Marketing and Public Relations Intern

REPORTS TO: Director of Public Relations and Visible Technology

BASIC FUNCTION:

The Athletic Marketing and Public Relations Intern will play a pivotal role in affirming our unique district identity within our internal community while representing and communicating our athletic programs to external audiences. This position will entail attending and photographing athletic events, managing social media content for the district's athletic page and website, maintaining athletic calendars on Google and the district website, and creating visually appealing graphics that adhere to GCS branding guidelines for online platforms.

DUTIES AND RESPONSIBILITIES:

- Assist in photographing and video recording athletic events.
- Upload and organize multimedia content to the district's online platforms.
- Design engaging graphics for social media and website posts.
- Regularly post content on social media platforms and update the district's athletic website.
- Maintain and update athletic calendars on Google and the district website.
- Ensure all content aligns with GCS branding guidelines.
- Attend 2-3 athletic events per week, ensuring equal coverage of both girls' and boys' teams.
- Collaborate with the athletic department and other relevant staff to promote events and achievements.

KNOWLEDGE AND ABILITIES:

Knowledge of:

- Canon camera equipment.
- Graphic design software and techniques.
- Social media processes and procedures.
- Basic principles of public relations and communication.

ABILITY TO:

- Attend 2-3 athletic events per week, providing equal coverage of both girls' and boys' teams.
- Perform weekly updates on social media and the district website.
- Produce high-quality photographs and videos.
- Design engaging graphics for online platforms.
- Communicate effectively with a diverse range of stakeholders.
- Manage multiple tasks and meet deadlines.

PHYSICAL DEMANDS:

- The person performing services in this position will frequently exert 10 to 20 pounds of force to lift, carry, push, pull, or otherwise move objects. The role involves sitting, walking, standing, and moving. Key physical requirements include perceiving the nature of sound, near and far vision, depth perception, and providing oral information. Manual dexterity to operate business-related equipment and handle various materials and objects is essential.
- Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of the job.

EXPERIENCE AND EDUCATION:

- Minimum of 60 hours of college coursework preferred.
- Public relations on-the-job experience preferred.

SALARY:

- \$15 per hour.