



INTERNSHIP POSITION

AHCA Social Media Internship Position

The American Hockey Coaches Association (AHCA) seeks qualified candidates to apply for the position of Social Media Intern. This is an unpaid position and runs from January until May, 2021.

The AHCA, founded in 1947, seeks membership from all areas of the sport of ice-hockey—Amateur, Junior, NCAA, as well as professional coaches, referees, sales representatives, administrators, journalists, as well as fans from all over the world. The AHCA acts as the official NCAA coaches' association for DI and DIII and ACHA men's and women's collegiate hockey programs. Particular attention is paid to NCAA Division I and III Men's & Women's college hockey culminating in the AHCA's national convention held annually in Naples, FL.

The Social Media Internship (SMI) position will combine your passion, interest, and experience with major social media platforms as well as college hockey/college sports with helping create and execute our association's desire to better connect our members through a digital online experience. Working under the direction of the AHCA Social Media Committee, the SMI will gain invaluable digital and social media marketing experience while being introduced to the inner workings of college hockey and NCAA athletics. Perfect for someone who seeks a career in the digital marketing space within college or professional athletics.

This is an unpaid internship. However, the AHCA is willing to work with your academic institution/academic counselor so you may be offered class credit. Selected candidates will work "remote" via Zoom, FaceTime, and/or their mobile phone. Travel to a physical location to perform most work will not be necessary.

Position Description:

The Social Media Intern will be responsible for:

- Working directly with the AHCA Social Media Committee
- Help create, design, and execute social media marketing campaigns and processes



- Create weekly and monthly editorial calendars to help promote a monthly newsletter *Stops & Starts*, AHCA events, college hockey news and other initiatives
- Create and distribute media content (pictures, info-graphics, video/music, press-releases, etc.) on various social media platforms
- Helping grow and attract social media followers
- Track social media engagements to identify high-performing ideas and campaigns for scalability
- Support our AHCA Social Media Committee and membership at live and online events

Position Qualifications:

- Candidate must be currently enrolled and seeking or has graduated from college with a bachelor's degree in digital communications or a related field such as, advertising, marketing, journalism, or graphic design.
- Impeccable oral and written communication skills
- Experience with major social media platforms such as Facebook, YouTube, Twitter, Instagram, Snapchat, etc.
- Experience with content management systems, word processor applications and image/video editing software
- Creativity
- Work under tight deadlines
- Passionate about sports, in particular – hockey
- Ability to work 10-15 hours per week and in a flexible combination of days, nights, and weekends.
- Familiarity with Zoom meetings, access to a stable and strong internet connection, and use of a mobile phone is a must
- Interested in social media trends

How to apply? Questions?

- Interested candidates must email a letter of interest, resume, and contact information for 3 references to: ahcahockey@comcast.net attention Joe Bertagna, Executive Director.