

Salisbury University

Intramural Sports Digital Media Internship Responsibilities and Duties

410-548-3266 (Office, Brandon Smithson)

The **Intramural Sports Digital Media Internship** will assist the Director of Intramural Sports

(Brandon Smithson) in the operation of the Intramural Sports Social Media accounts at Salisbury University. The position involves working evenings and weekends.

Responsibilities include, but are not limited to, assisting in the following areas:

**A. Overall Duties**

The responsibilities encompass assisting in the creation and distribution of sports-related content; managing social media accounts; producing written materials such as press releases and game summaries; and contributing to marketing strategies and campaigns. This position provides and generates real-time updates and multimedia content while covering live sporting events.

**B. Essential Duties**

1. Gather and disseminate accurate Intramural Sports related information

2. Communicate effectively with student-athletes, officials, and Senior Leadership Team.

3. Create aesthetically pleasing and engaging graphics to enhance involvement with department.

4. Assist in executing marketing strategies targeting a diverse audience

5. Design basic promotional materials for events using industry standard software

6. Participate in creating and managing social media campaigns

7. Analyze metrics and make informed decisions for improvements

8. Produce videos and photos with satisfactory footage

9. Edit videos and photos using industry-standard software

10. Create multimedia content to tell cohesive stories across various platforms

C**. Minimum Qualifications**

1. Must be available in evenings

2. Must have knowledge of Adobe Suite products

3. Must be a SU Student in good standing

**\*\*PLEASE EMAIL RESUME & COVER LETTER TO**

***BPSMITHSON@SALISBURY.EDU* \*\***

Sincerely,

Brandon Smithson

**Brandon Smithson, M.A.**

*Director of Intramural Sports*

*Asst. Mgr of Facilities*

(410) 548-3266 l Maggs 146