



GRAND VALLEY STATE ATHLETICS

Job Title: Digital Media Communications Intern

Job Type: 10 month renewable contract

Salary: \$1,000 per month with the option for graduate classes as additional compensation

Primary Responsibilities:

- Manage and execute the social media strategy for GVSU athletics across multiple platforms including Facebook, Twitter, Instagram, etc.
- Develop a content calendar
- Track and report analytics for each account
- Manage a photo library for the athletics department
- Grow the social media presence and increase interaction for each official account

Requirements:

- An understanding of social media, including best practices, strategy, and execution of campaigns
- Able to write copy appropriately for each platform and include photos, graphics, and video when needed
- Ensure all content is proofread for error-free publishing
- Develop concepts and participate in the development of new ideas
- Must be a self-starter, able to create and implement new ideas

Candidate must have:

- Strong written communication skills
- Graphic Design experience (Photoshop preferred)
- A focus on details and deadlines
- A strong understanding of college athletic programs
- An understanding of basic NCAA compliance rules

Night and weekend hours will be required for this position.

Please Email cover letter and resumé to:

Doug Witte
Digital Media Manager
wittedo@gvsu.edu