



Digital Marketing & Content Coordinator Internship

Description: Gold Crown Foundation is a Colorado nonprofit founded in 1986. The foundation offers youth sports and education programs to nearly 18,000 boys and girls annually, with a focus on affordability and low-income support. This is a part-time, 20-hour per week internship, and will work within the Development Department. As an intern, you will assist in promoting the foundation's brand across all platforms. You will gain experience across all aspects of the foundation (sports, education, facilities, health and wellness, sponsorship, community...) but a strong emphasis will be on social media marketing, content development and growing the foundation's social media presence. This position is a great opportunity for someone looking for experience utilizing marketing and social media for business in a sports minded environment.

Essential Duties/Responsibilities

- Assist in promoting Gold Crown Foundation programs while keeping consistent with our brand guidelines and messaging
- Oversee day-to-day scheduling and posting across Gold Crown Foundation's social media platforms
- Produce creative content and messaging for digital and social outlets
- Live posting at tournaments, camps, leagues and other programs at the Gold Crown Field House and other foundation events as needed
- Update and create content bank for social media, blog and website
- Outline monthly and content calendar and yearly content strategy
- Research prospective sponsorship clients
- Assist with creating, planning, and executing event marketing campaigns
- Other tasks to be determined as internship progresses

Required Skills/Recommended Requirements

- Experience with Facebook, Instagram, Twitter and YouTube for business – a must!
- Ability to generate new ideas and creative content
- Strong written and verbal communications skills
- Sport-minded background highly preferred!
- Ability to work in a cross-functional and collaborative environment
- Strong organizational and multi-tasking skills
- Ability to work within a team as well as individually
- Video editing and Adobe Suite experience a plus
- Must pass criminal background check

Other

- Unpaid Internship. Class credit available. End of internship bonus potential based on performance
- May - August (exact dates can be determined); Some weekend and night availability is needed
- Intern level position, report to the Marketing or Communications Director
- Reliable transportation necessary
- Access to a laptop and smart phone strongly preferred
- Position will spend time at the Downtown Denver office and Gold Crown Field House (Lakewood)

To apply, email your resume and cover letter to moverton@goldcrownfoundation.com with the subject: Digital Marketing Internship Application.