



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 15,000 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

- 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 content calendar and yearly content strategy
- Assist in promoting Gold Crown Foundation programs while keeping consistent with our brand guidelines and messaging
- Research new marketing mediums and/or prospective sponsorship clients
- Assist with creating, planning, and executing event marketing campaigns
- Other tasks to be determined as internship progresses

Required Skills/Recommended Requirements

- Ability to generate new ideas and creative content
- Strong written and verbal communications skills
- Experience with Facebook, Instagram, Twitter and YouTube for business
- 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

- Class credit available with end-of-internship bonus potential based on performance
- Intern level position, report to the Development, Marketing or Communications Director
- August - December (exact dates can be determined)
- Weekend hours/availability is required
- Position will spend time at the Downtown Denver office and Gold Crown Field House as needed
- Marketing Director will be on maternity leave, additional responsibilities could be assigned

To apply, email your resume and cover letter to Tawny Vessey, Communications Director, tvessey@goldcrownfoundation.com with the subject: Digital Marketing Internship Application.