

Social Media Internship

January 2015 – May 2014

Nonpaid

Location - Remote

General Summary:

Coach O Enterprises is an established sports organization located in Knoxville, TN. We are seeking a Social Media Intern who will assist in the execution of our corporate social media initiatives in order to influence, connect and engage our customer by projecting the brand-right voice for Coach O Enterprises. This individual will also utilize social media channels to interact with the social communities. Intern will work closely with the CEO and public relations and marketing team.

Position Responsibilities:

- Utilizing social platforms such as Pinterest and Tumblr to build brand identity and connect with consumers through social media.
- Researching teen trends and identifying important topics in the social landscape to always stay relevant to our target demographic.
- Administrative duties such as prize fulfillment, assisting on photo shoots, etc.
- Assist in creating content for social channels
- Interest in Social Media/Blogging
- Experience in Facebook, Twitter, Instagram, YouTube, Pinterest, Tumblr, WordPress
- Detail orientated individual with strong organizational, communication, time management and interpersonal skills
- Must participate in scheduled conference calls.

As an intern at Coach O Enterprises you will:

- Experience a semester of practical work at a global sports company
- Gain teamwork and project management skills that are important in any career
- Begin to build your network of professional contacts
- Combine book knowledge and classroom instruction with the practical challenges of day-to-day project implementation
- Be provided the opportunity to meet the internship requirements of your degree program
- Possible opportunity to work on the public relations and marketing team at the 2015 Junior Olympic Games

Requirements:

- You must be 18 years of age or older and enrolled in a college or university.
- Internships require working a minimum of 16 – 20 hours per week.
- Students interested in the opportunity to gain valuable work experience with a successful sports company should submit a resume and cover letter to:

Charles Oliver
CEO
Coach O Enterprises
coachotrack@gmail.com

Coach O Enterprises began in 1989 with the simple idea of taking a bag seen in a store window and modifying it for track and field athletes to be able to carry their shoes and gear without any hassle. Today, the company consists of three divisions: apparel and equipment, event management, and online registration. Headquartered in Knoxville, TN, Coach O Enterprises has operations that span across 48 states, Canada, the Bahamas and Puerto Rico. Student-athletes competing on the youth and collegiate levels as well as Olympians, coaches, officials and fans have experienced the first class customer service and quality products Coach O is known for. Since 2008 the company has been the force behind the success of the AAU Junior Olympic Games, which is considered to be the largest youth meet in the world.

Thank you for your interest in Coach O Enterprises