

# **Special Olympics** Colorado



## Job Description

### Marketing and Communications Intern

The Marketing and Communications Intern is responsible for helping Special Olympics Colorado's (SOCO's) marketing and communications team in its efforts to increase the public's awareness of SOCO athletes' capabilities and needs, and market its many large-scale sporting events and fundraisers. This position is responsible for assisting with marketing and communications to staff, athletes, families, volunteers, donors and communities across Colorado.

Reports to: Marketing and Communications Coordinator

#### Position Responsibilities:

- Content development: various e-newsletters, targeted e-marketing, website content, video development, and help to maintain editorial calendar.
- Event marketing: planning, logistics, information sheets, event banners, and day-of support.
- Media relations: news releases, media advisories, and media pitches.
- Advertising & Promotions: write, edit and design deliverables; partner with promotional product vendors.
- Measure: analyze data to report measures of success; experience with Google Analytics a plus.
- Perform administrative duties as needed.

#### Position Requirements:

- Current college senior or recent graduate or graduate student in journalism, public relations, communications or similar discipline
- Experience as a student working for a college newspaper, TV or radio station, website, college SID office or in a communications department of a sports organization a plus
- Willingness to work flexible hours
- Ability to work on multiple projects with deadlines
- Knowledge & experience with basic video production & still photography a plus
- Graphic design (Photoshop) experience a plus
- Proven superior verbal and written communication skills.
- High energy and passion for SOCO's mission is essential.
- A professional and resourceful style; the ability to work independently and as a team player, to take initiative, and to manage multiple tasks and projects at a time.
- Excellent organizational and communication skills, both verbal and written.
- Ability to be cleared to work for SOCO through background screening process.
- All other duties as assigned.

We value our employees' time and efforts. We work to maintain the best possible environment for our employees where people can learn and grow. We strive to provide a collaborative, creative environment where each person feels encouraged to contribute to our processes, decisions, planning and culture.