

Job Title	Intern, Communications
Reports To	<i>Communication Director & Social Media Manager</i>

Job Purpose

The Communication Intern serves as part of the Chicago Event Management team, which strives to create events that are unforgettable experiences for participants, spectators and industry partners.

The Communications Intern reports to the Senior Director of Communications and the Social Media Manager and works closely with several individuals in the office. This position assists with drafting and editing communications for event social and email channels, monitors the social media accounts and engages directly with participants through these channels.

This intern will be available to work for 20 hours a week throughout the summer of 2023 (May to August), and also be available through the Bank of America Chicago Marathon and race day (SUN 10/8/23) and if available post race (MON 10/9/23). This position is expected to work onsite, with the opportunity to work remotely if needed.

Part-Time **Non-Exempt**

Duties and Responsibilities

Social Media

- Increase social presence and engagement on social networks
 - Monitor social channels to identify appropriate content from approved sources (event partners and sponsors) to share with our social community
 - Amplify (share, retweet, etc.) relevant content with our social community
 - Manage the user-generated content process
 - Respond to public comments and direct messages with approved responses
 - Like and comment participant, partner and community content
- Analyze content success and report on findings
 - Provide weekly recaps on top performing posts and updates on how we can improve on low performing content
 - Provide updates on top customer service inquiries and hot topics with our social communities
 - Provide monthly and post-race recap (one-pager) that highlights stats including high/low performing content
- Create, develop, and write content for CEM and event blogs. Assist in the development and content creation for CEM and event newsletters

Email Communications & Website

- Write and build email communications for the Bank of America Chicago Marathon newsletters and marketing audiences
 - Schedule and send communications through platform
- Make edits on event websites as updates are needed

Race Week Duties

- Thursday & Friday
 - Capture content at the Abbott Health & Fitness Expo to send to Social Media Manager
 - Use waivers to get volunteer/spectator content
 - Work from Media Center to answer messages and comments and engage with high volume of user-generated content
 - Suggest content suggestions to Social Media Manager
- Saturday & Sunday
 - During the Abbott Chicago 5K and Bank of America Chicago Marathon, the Communications intern will be stationed inside the Forward Command tent in Grant Park serve as a resource to others while monitoring the conversations our participants are having.
 - Monitor social media comments and messages for event channels
 - Respond to messages as they come in
 - Respond to comments asking direct questions
 - Hide spam comments
 - Engage with participants tagging us in content
 - Monitor conversations about event happenings
 - Monitor event hashtags to identify potential issues that may not be captured on the event pages.
 - Serve as a resource to others in Forward Command.
 - Escalate important conversations to Forward Command leads
 - Answer questions as needed

Other Responsibilities

- Additional intern responsibilities include:
 - Attend regular staff meetings
 - Capture content at community events

Qualifications/Requirements

- Experience working with Facebook, Instagram, Twitter, TikTok and YouTube
- Strong writing skills
- Detail oriented
- Experience or interest in sports and/or the running industry is a plus

- Strong planning, organizational and follow up skills
- Strong interpersonal and customer service skills
- Excellent time management skills

Education/Experience

- High School diploma or equivalent related experience.
- Currently working towards a bachelor’s degree in Marketing, Communications, English, Sports Journalism, or something similar
- This role may require obtaining the following certifications: CPR/First Aid Certifications, Stop-the-Bleed, Event Risk Management coursework, etc.

Working Conditions/Physical Requirements

Moderate walking, standing, and/or climbing, heavy lifting and carrying, stopping, bending, kneeling, and reaching. Work is performed both inside and outside.

Approved by: <i>Signature & Title</i>	
Date approved:	
Employee Acknowledgement:	

Updated 1/5/23