

<b>Role Title</b>	Intern, Communications
<b>Reports To</b>	<i>Communication Director &amp; Social Media Manager</i>

**Role 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. This role will provide an opportunity for the individual to see first-hand how the Communications team works to support the event and participant experience. The projects assigned will support the growth and professional development for college aged students seeking to become a communications professional post-graduation.

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.

The expectation of the internship role is a 20-hour work week for 10 weeks beginning the week of May 26, 2024, at the rate of \$15.80 per hour. The intern will also be invited to support the Bank of America Chicago Marathon race weekend, Saturday (10/12/24) and Sunday (10/13/24). This position is expected to work onsite, with the opportunity to work remotely if needed.

**Part-Time** **Non-Exempt**

**Duties and Responsibilities**

*Social Media/Communications*

- 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
  - Research trends and share ideas with Social Media Manager
  - Amplify (share, retweet, etc.) relevant content with our social community
  - Manage the user-generated content process, share UGC weekly
  - Respond to public comments and direct messages with approved responses
  - Like and comment on 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 Event and CEM communications channels
- Proofread event materials and create informational communications to mimic documents (Know Before You Go content)

#### *Marketing*

- Collect and analyze data related to marketing campaigns, website traffic, and social media engagement and provide recommendations for improvement.
- Prepare reports and presentations to communicate key findings to stakeholders.
- Research new advertising opportunities.
- Collaborate with the development of engaging content for email campaigns, social media posts, website copy, and other marketing materials.
- Conduct research on target audiences and industry trends to inform content strategy.

#### *Customer Service*

- Work with Manager, Customer Service to support responding to participants via email, phone, etc.
- Support the development of Customer Service reports by capturing data and analytics that could help identify trends and lead to future data driven recommendations for improving productivity, efficiencies, and opportunities, i.e., customer engagement, retention, marketing, sales, and sponsorship

#### *Chicago Marathon Race Week Duties*

- Saturday & Sunday (Thursday & Friday if schedule allows)
  - Work from Media Center to answer messages and comments and engage with high volume of user-generated content
  - Capture content at the Abbott Health & Fitness Expo to send to Social Media Manager
    - Use waivers to get volunteer/spectator content
  - Capture content at the Abbott Chicago 5K to send to Social Media Manager
    - Use waivers to get volunteer/spectator content
  - Capture content at the Bank of America Chicago Marathon to send to Social Media Manager
    - Use waivers to get volunteer/spectator content
  - Attend ambassador gathering and other community events

#### *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.

Updated 4/18/24