

2022 CWS, Inc. Digital and Social Media Internship

College World Series of Omaha, Inc. (CWS, Inc.) is seeking an enthusiastic individual for a Digital and Social Media Internship for the summer of 2022. CWS, Inc., the local organizing committee of the College World Series, is a non-profit organization incorporated in 1967. The mission of its all-volunteer Board of Directors is to enlist community support for the College World Series from business, government, civic organizations, and individuals.

This is a new internship opportunity for college students and recent graduates to help gain working experience in this field. The 2022 NCAA® Men's College World Series® will be June 17-26/27, with the Opening Celebration Day being held on Thursday, June 16 (please note, dates are subject to change).

Duties and Responsibilities: (This position starts mid-May and ends early July depending on event dates)

- Work with CWS, Inc. staff to establish goals and tone-of-voice for the 2021 CWS.
- Assists in strategizing, scheduling, and implementing a social media calendar.
- Assists in the creation of video, written and graphic content for use on the CWS Omaha digital and social media platforms.
- Produces and edits videos and photos highlighting the excitement leading up to and during the College World Series.
- Assists with graphic creation and other digital marketing content and messaging leading up to and during the event.
- Monitors and engages communication with fans across social media platforms in real time.
- Identifies and monitors keywords on social for additional engagement opportunities.
- Provides regular reporting on insights and analytics for each platform to optimize effectiveness; identifying areas of opportunity to increase engagement and awareness.
- Works with CWS, Inc., NCAA, and Metropolitan Entertainment & Convention Authority (MECA, stadium management) for promotional and marketing purposes.
- Assists with the NCAA Social Media team on-site during the Series.
- Organizing and archiving photos and videos throughout the 2021 College World Series for use by CWS, Inc., NCAA, Bozell, and/or MECA. All content must be uploaded and organized following the Championship Series.
- Assists CWS spring intern with other duties, including but not limited to, fan communication, event intern schedule, opening celebration day, service clubs, etc.
- Assists CWS, Inc. staff with other office and event duties, as assigned.

Qualifications:

- A degree in marketing, communications, social media, or a related field plus relevant on-the-job social media experience.
- Knowledge of social media platforms (Facebook, Twitter, Instagram, etc.).
- Knowledge of video editing software and production with strong editing skills.
- Graphic design experience.
- Strong creativity skills (contribute ideas and different perspectives for content).
- Knowledge of the game of baseball and/or working other sporting events.
- Ability to adapt and work as a team under tight deadlines.

The selected applicant will be paid based on hours worked, as commensurate with Nebraska minimum wage. This internship is for seniors or graduate students with the need to fulfill internship credit hours.

You will be required to relocate to Omaha, NE for the duration of the internship. (May – late June) Room and board are not offered as part of the position. CWS, Inc., staff can work with the selected applicant to find housing, if necessary.

Submission:

1. Resume and cover letter.
2. References (Provide 2-3 names and contact information).
3. Link to online portfolio or links to examples of your social media, video, or graphic design work.