

2023 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 2023. CWS, Inc., the local organizing committee of the Men's 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 Men's 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 2023 NCAA® Men's College World Series® will be June 16-25/26, with the Opening Celebration Day being held on Thursday, June 15 (*please note, dates are subject to change*).

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

- Work with CWS, Inc. staff to establish goals and tone-of-voice for the 2023 MCWS.
- Assists in strategizing, scheduling, and implementing a creative content-driven social media strategy.
- Conceptualize, capture, edit and/or produce creative video, graphics and/or photo content to support content plans on the CWS Omaha digital and social platforms.
- Produces and edits content highlighting the excitement leading up to and during the Men's College World Series.
- Assists with graphic creation and other digital marketing efforts and messaging leading up to and during the event.
- Monitors and engages communication with fans across social platforms in real time.
- Identifies and monitors social platform trends for additional fan 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.
- Supports and collaborates with the NCAA social media team on-site during the Series (secondary to CWS Omaha).
- Organize and archive photos and video content throughout the 2023 Men's 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 the 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.
- Experience in capturing and producing creative photography, videos, and graphics.
- Knowledge of social media platforms (Facebook, Twitter, Instagram, etc.).
- Knowledge of creative software and production with strong editing skills (Adobe Creative Suite, Photoshop, InDesign, Illustrator, etc.).
- Strong creative skills (contributing ideas and different perspectives for content).
- Knowledge of the game of baseball and/or working other sporting events.
- Ability to adapt, multi-task and work as a team under tight deadlines.

The selected applicant will be paid based on hours worked. This internship is intended 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 Requirements:

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.