**CMU Strength and Conditioning Marketing Internship**

**Job Description:** CMU Strength & Conditioning is looking for a motivated and enthusiastic marketing student. Priority will go to students with photography and videography experience.

Students will be aske to:

* Work 10 hours per week (minimum)
* Create photo and video content for social media platforms and website
* Promote CMU Strength and Conditioning on Social Media platforms, across campus, and throughout the community
* Generate ideas that will help us with Fund Raising efforts
* Creatively share information with student athletes via social media
* Meet weekly with staff

**Internship Phase 1: Expectations (3 Weeks)**

Staff Meeting

1. Define Expectations
2. Hours of Work
3. Conduct & Behavior
4. Determine Semester Schedule

Goals Meeting with Coach Pipher

1. What do you expect to get out of this experience? How can our staff help you reach your expectations for this internship?
2. What primary areas of growth do you want to work on throughout the semester?
3. What are your long-term career goals? How can this experience get you closer to your long-term career goals?

**Internship Phase 2: Supervised (4 Weeks)**

Take Photos & Videos

Post to Social Media Platforms Daily… Check with Coach Pipher Before Posting

Expand Social Media Influence… Follow Athletes

Create and Edit Video Content

**Internship Phase 3: Create**

Be Creative: Post on Social Media Daily in creative Ways (Motivational Monday ect.)

Offer Feedback & Ideas: Meet with Coach Pipher to Discuss new Marketing, Fund Raising, & Social Media Ideas

Sell & Promote Strength & Conditioning Gear

Create Reels & Post Daily

Familiarize Yourself with Sport Schedules so we can give Teams and Athletes a Shoutout

**Internship Phase 4: Make It Your Own**

Less Supervision

You Know What You Are Doing: Be Confident!

Propose Ideas: Always always always create and contribute your ideas!

Add your own Flare: Own the Work!