



Marketing & Social Media Intern

Company:

AmeriCheer, Inc is a national cheerleading and dance event production company located in Westerville, OH. AmeriCheer's Family of Brands includes: AmeriDance, Eastern Cheer & Dance, STUDIO LIVE!, and VictoryWear. AmeriCheer prides itself in promoting the safety and instructional skills of cheerleading and dance.

Internship Position:

Marketing & Social Media Internship

Dates:

Fall 2014

2-4 Credits/ 84-168 Internship Hours (approx 8-16 hours/week for 12 weeks)

Description:

The Marketing & Social Media Intern will be responsible for assisting the Marketing Manager in all aspects of social media, print media, promotional events, public presentations, advertising, and event coordinating.

Responsibilities:

1. Develop a strong understanding of the products and services provided by AmeriCheer, AmeriDance, and Eastern Cheer & Dance.
2. Create a social media calendar promoting AmeriCheer, AmeriDance, and Eastern Cheer & Dance products/services, as well as sponsors' products and services.
3. Attend events and assist Marketing Manager with the promotion of the company at the event. (events to be determined)
4. Assist in updating vendor forms and database.
5. Opportunity to edit raw videos and create promotional videos to be displayed on social media, company websites, and at events (if intern possesses video editing skills).
6. Conduct marketing research when needed by Marketing Manager.
7. Possibility of writing articles and press releases for various media outlets when needed.

Qualifications:

- Strong verbal and written communication skills
- Strong knowledge of social media outlets including Facebook, Twitter, Instagram, Flickr, and YouTube.
- Ability to work independently and complete assigned tasks within identified timeframes
- Basic desktop publishing skills (e.g.; Microsoft Office, Publisher, PowerPoint)
- Graphic design and video editing skills a plus.
- Positive attitude, flexibility, and problem solving mentality.
- Willingness to provide public presentations in a variety of settings .

Please submit cover letter and resume to mcasto@americheer.com or fax 614.898.0404.