



## **JOB DESCRIPTION**

**POSITION:** Digital and Social Media Intern  
**DEPARTMENT:** Marketing and Promotions  
**REPORTS TO:** Digital Marketing and Social Media Manager  
**STATUS:** Unpaid, College Credit Only

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**SUMMARY:** Seeking an enthusiastic and creative Web and Editorial Intern to support with daily HTML/CSS maintenance and design for Orange Bowl website.

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### ***ESSENTIAL FUNCTIONS:***

#### ***Web Services***

- Day-to-day responsibilities in all aspects of web page creation and editing of the Orange Bowl website.
- Provide support to the Marketing department to ensure that company's internal online needs are met in a timely manner.
- Responsible for completing tasks submitted by internal Orange Bowl Departments.
- Weekly creation and delivery of Orange Bowl e-newsletters.
- Daily editing and design of subpages.
- Daily content development.
- Assist with social media campaigns.
- Assist in all New Media tasks as needed, including photo cropping/editing for stories.
- Assist the marketing department with web and graphic production for special projects.

#### ***General Marketing***

- Assist with marketing research, surveys, special projects and implementation of marketing plans for Orange Bowl events.
- Representation at various South Florida business functions and sporting events
- Other tasks as assigned by supervisor and senior management

#### ***Qualifications***

- 1+ years CSS, Adobe Photoshop/Illustrator, HTML and basic understanding of CMS
- E-newsletter creation
- Flash
- Developing editorial content for the web
- Creating web pages using CMS
- Basic understanding of SEO
- Editorial and blogging experience a plus.
- Must be available to work ALL Orange Bowl Committee events (weekdays and weekends) including but not limited to the Orange Bowl Youth Football League
- Other tasks as assigned by Department Heads.

**APPLY HERE:** <https://home2.eease.adp.com/recruit/?id=6218462>