



Cowlitz Black Bears Internship - Digital Media & Marketing

Position: Digital Media and Marketing Intern

Supervisor: Marketing Manager

Hours: Part-time

Pay: Competitive minimum wage + tips

About the Cowlitz Black Bears: Established in 2010, the Cowlitz Black Bears are one of the 16 teams in the West Coast League. The West Coast League is a summer wood bat league based in the Pacific Northwest for college-eligible student-athletes. Recruiting players from around the nation, the Black Bears have been a staple in the Cowlitz Community, showcasing some talented players. Currently, the Cowlitz Black Bears have had 20 players that have moved on to play professionally. From June to August each year, the Cowlitz Black Bears will play approximately 30 home games, with each game drawing crowds of up to 1,500 fans. The Black Bears value personal and professional growth and are seeking candidates who will perform within the framework of the organization while showcasing their individual talents. We love baseball, and we love our community.

Job Description: We are seeking a talented and enthusiastic college student or recent graduate to join our team as a Digital Media and Marketing Intern. In this role, you will work closely with the Marketing Manager to contribute to the development and execution of digital content and marketing strategies. This internship offers a unique opportunity to gain hands-on experience in sports marketing and digital media within a dynamic and fast-paced environment.

Responsibilities:

- Work with Black Bears Marketing Manager to enhance the overall vision and execution of the public and marketplace image of the Black Bears
- Create compelling content for all team social media accounts
- Schedule and publish social media posts on various platforms, ensuring consistency in tone and brand messaging.
- Collaborate with the marketing team to find new ways to engage fans throughout the season.
- Capture and organize proof of performance materials for end-of-season reviews
- Utilize the Black Bears email database to complete community outreach initiatives
- Prepare gameday scripts for the press box, ensuring accurate and timely delivery of announcements and promotions during games.
- Develop, prepare for, and participate in various theme nights at the ballpark
- Assist in other areas of the ballpark as needed



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Qualifications:

- Must be currently enrolled in college or is a recent college graduate (some exceptions may be made)
- Must be able to work most if not all 30 Black Bears home games plus potential playoff games
- Experience in Adobe suite including Photoshop, Illustrator, and InDesign
- Ability to work efficiently and proactively without constant supervision.
- Enthusiasm for digital media and marketing
- Organized and can meet tight deadlines
- Photography skills and experience is a plus
- Some video editing experience is a plus
- Self-motivated with a strong passion to learn
- Strong teamwork and communication skills.
- Ability to work flexible hours, including evenings, weekends, and holidays during the baseball season.

Tentative Timeline:

May: working 2-3 days a week for 3-4 hours each day

June-August: Working every Black Bears home games plus any potential playoff games (4-6 hours per event)

Week 1: Introduction/Orientation

- Meet Staff
- Visit Ballpark
- Go over expectations and daily duties
- Gain access to necessary accounts and spreadsheets
- Assist with duties as assigned

Week 2: Training and Preparation

- Content creation training
- Planning and organizing social media posts
- Design advertising templates for various outlets
- Study promotional calendar as a reminder for upcoming events

Season: Start times vary from 10AM - 4:30PM, finishing times vary from 4PM - 11PM

- Organize photos from previous game(s)
- Organize proof of performance photos for Black Bears sponsors
- Create and post daily content on social media
- Reach out to groups and companies coming to the ballpark for events
- Create gameday scripts for PA announcer at least 1 week in advance
- Assigned duties as needed