501(c)3 Federal Tax ID #91-2009870

**ORGANIZATION:** Run Seal Beach (501c3 non-profit), www.runsealbeach.com

**COMMITMENT:** *Digital Marketing Internship* - This is an internship position with a flexible schedule based in the Long Beach, Seal Beach area. This position can be in person or remote.

**ORGANIZATION OVERVIEW:OUR MISSION**

Promoting health and fitness in a family friendly event. Supporting non-profit groups providing recreation, fitness and leisure in our local community.

OUR VISION

* To create a unique running and walking experience for residents and visitors alike
* To generate funds to aid in our mission
* To be recognized as the premier race of its type within the Southern California region
* To provide volunteer opportunities for all community members who wish to participate
* To ensure business collaboration with community fundraising
* To provide an enjoyable and safe experience for all of our participants

Run Seal BeachTM is a 100% volunteer managed and run organization. Since 2003 Run Seal Beach has given more than $1,800,000 back to our community

**POSITION OVERVIEW:** We are seeking an individual interested in gaining valuable experience in real-world digital marketing as we promote our annual race, to be held March 19 2022, and the grant process for distribution of funds back to the local community.

**PRIMARY RESPONSIBILITIES:**

* Curate video and photo content for our social media platforms including Facebook, and Instagram
* Assist with organically growing our social media presence
* Work with the Run Seal Beach Marketing lead to identify marketing campaigns and schedule email sends to registrants and prospective runners
* Scheduling and publishing of content for social media channel
* Graphic creation using Adobe Suite for flyers, social media and operational materials
* Complete updates and modifications to the Run Seal Beach website (No coding experience needed. Optional, based on skill set)

**BENEFITS:**

* Hands on experience on a number of digital marketing campaigns to create awareness and drive registration to our race, across multiple channels
* Valuable experience working directly with the Run Seal Beach Board of Directors and learning about local non-profit events
* Opportunity to make a difference in the lives of individuals, their families and the community

**QUALIFICATIONS:** The ideal candidate will have a strong interest in marketing and social media, interest in learning about non-profits and supporting the local community. We are looking for a people-person with great communication skills, who can commit to 6-8 hours a week from August to December. Flexible schedules can be accommodated. Must have a strong interest in working in a non-profit setting.

**OTHER QUALIFICATIONS INCLUDE:**

• Excellent interpersonal and written communication skills

• Strong organization and time-management skills

• Familiarity with Adobe Suite or similar tools

• Independent, highly organized and detail-oriented

• Marketing major or minor preferred

**COMPENSATION:**This is a volunteer internship position. Letters of recommendation can be provided and board members will serve as references. Signature on required service hours will also be provided.

**HOW TO APPLY:** Send a cover letter to prrunsealbeach@gmail.com answering the following questions

• Why would you like to apply for the Digital Marketing Internship position?

• What do you hope to gain by joining our team?

If you are completing hours for service learning/internship, please indicate how many hours need to be completed and when they need to be completed by.

Subject line should read, Administrative Internship (YOUR NAME).