



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

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

COMMITMENT: *Digital & Print 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, but the majority of the work can be easily done remotely.

ORGANIZATION OVERVIEW:

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

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

POSITION OVERVIEW: We are seeking an individual (or individuals) interested in gaining valuable experience in real-world digital and print marketing as we promote and provide outreach for our annual race on March 19, 2022, which may also include participation in the grant process for distribution of funds back to the local community.

PRIMARY RESPONSIBILITIES:

- Curate video, photo and other content for our social media platforms, such as Facebook and Instagram
- Assist with organically growing our social media presence
- Work with the Run Seal Beach Marketing lead to identify marketing campaigns, such as: create and schedule emails to reach registrants and prospective runners (to drive registration)
- Scheduling and publishing of content for social media channel
- Graphic creation using Adobe Suite (or other) for flyers, social media and operational materials
- Complete updates and modifications to the Run Seal Beach website (note: no coding experience if needed and this is optional, based on comfort and 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: Our ideal candidate(s) 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. Flexible schedules can be accommodated.



OTHER QUALIFICATIONS INCLUDE:

- Excellent interpersonal and written communications skills
- Self motivated with strong organization and time-management skills
- Familiarity with Adobe Suite or similar tools
- Ability to work independently and detail oriented
- Marketing major or minor is 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 and resume to pr@runsealbeach.com and answer 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?
- What will you bring to the position?

Please note: If you are completing hours for service learning or internship, please indicate how many hours are required for completion and deadline for completion.