Creative Content Internship Opportunity

Company Overview: The Great Midwest Athletic Conference (G-MAC) is a NCAA Division II athletic conference with full member institutions located in Kentucky, Michigan, and Ohio. The conference, established in 2011, consists of 13 private, non-profit member institutions and sponsors 26 conference championship sport offerings.

Position Overview: We are seeking a motivated and creative individual to join our team as a Creative Content Intern. This internship offers hands-on experience in crafting diverse content pieces across various platforms, including social media and more. You will collaborate closely with our communications professionals to create content that resonates with our target audience and drives meaningful engagement. A computer and internet connection are required for this position. Please note the internship is unpaid but can provide school credit. Hybrid working opportunity available. Must be available to travel to Conference Championships when requested.

Responsibilities:

- Develop engaging and high-quality content for different channels, adhering to our brand voice and style guidelines.
- Capture visual content (photos and videos) to complement written materials and enhance our storytelling.
- Conduct research to support content ideas and ensure accuracy of information.
- Assist in editing and proofreading content to maintain consistency and clarity.
- Learn to use analytics tools to track content performance and make data-driven recommendations for optimization.
- Collaborate with team members on special projects and initiatives.

Qualifications:

- Current enrollment in a Bachelor’s or Master’s degree program in Communications, Public Relations, Journalism, Marketing, or a related field.
- Strong written and verbal communication skills, with a keen eye for detail.
- Creative mindset with the ability to generate innovative ideas.
- Proficiency in photography and videography, with knowledge of editing software/tools.
- Familiarity with social media platforms and content management systems.
- Knowledge of Adobe Creative programs (Photoshop, Premiere, InDesign, etc.)
- Ability to work independently and as part of a team in a fast-paced environment.
- Previous internship or work experience in communications or related fields is a plus.

Application Instructions: To apply, please submit a resume and cover letter outlining your interest in communications and your qualifications for this internship. Additionally, include any relevant writing samples or portfolio pieces (if applicable). Applications should be emailed to katie.gilhooly@greatmidwestsports.com with the subject line "Creative Content Internship Application".

Deadline: Applications will be reviewed on a rolling basis. Early applications are encouraged.