# Social Media Intern

The International Mountain Bicycling Association (IMBA) is seeking candidates for a full-time internship in Boulder, Colorado to manage Social Media. The position will be responsible for content creation, performance analysis and reporting, and engaging with followers/supporters across all IMBA social platforms. You will work with our marketing team and gain valuable social media and non-profit experience.

The position has the general responsibility to measurably lift engagement of supporters by delivering a strategic balance of content: information related to advocacy opportunities, original content reflecting the mission of IMBA, curated content related to the sport and mountain bike lifestyle, and general information and announcements of interest to the IMBA community.

Intern will author most storytelling content and collaborate on content coming from other team members, source content from departments and grassroots partners, work with partners to coordinate video and image assets, and operate as an integrated member of the Marketing & Development team.

Candidates should be passionate about trails, outdoor adventure sports and/or mountain biking, and believe in IMBA’s mission and vision. The position has a direct report to Senior Communications & Advocacy Manager which leads advocacy activities and scheduling on social media platforms, and has an indirect report to the Marketing Manager which leads storytelling, brand building, membership and program marketing.

**General Responsibilities, including but not limited to:**

* Contribute too content calendar for campaigns on social platforms
* Manage community interactions and customer service
* Author original content
* Source content and impact stories from IMBA partners and departments
* Design and implement an initiative to source a regular stream of new video content
* Integrate partner and corporate programs with cross promotions
* Measure and report monthly on KPI’s
* Work cohesively with the Marketing & Development team
* Manage content files and optimize for partners
* If IMBA pursues, set-up and implement a social media content management system

**Qualifications:**

* Creative and strategic thinker
* Strong work ethic
* Highly organized with strong attention to detail
* Experience contributing to social media in a professional setting
* Experience working with a team and coordinating between several individuals or departments
* Experience with photography, video and creative suite programs
* Familiarity with media management tools and social listening tools
* Familiarity with outdoor adventure sports, bicycle industry media, mountain biking
* Experience with content management systems preferred
* Communications-related field of study or degree preferred

**Performance Metrics and Evaluation:**

* Ability to grow audience and engagement according to plan across all platforms
* Effective, on-time campaign management and deployment
* Alignment and satisfaction with IMBA partners
* Overall performance and contributions to the organization

**Additional Opportunities and Outcomes:**

* Experience working cross-departmentally within a broad, multi-faceted organization.
* Intern can pitch original content (blogs, video and photo essays) that support IMBA’s mission.
* IMBA will provide letters of recommendation reflecting a successful internship.
* Additional projects can be discussed. IMBA’s goal is to provide a mutually beneficial internship supporting an intern’s career ambitions related to social media, communications and marketing.

**Applying:** **Interested applicants should send a cover letter and resume together *in the same file* to internship@imba.com by June 20, 2020.** Applicants are encouraged to link to a few examples of social media management experience and relevant digital media work.

IMBA is an Equal Opportunity Employer.  We highly encourage applicants from diverse backgrounds to apply.