Social Media Internship
Summer/Fall Semester
Iowa Youth Rugby Association

Term:
This internship is expected to start May of 2014 and continue through the end of August 2014, with potential for continuation. Internship is available for credit or experience/reference. If receiving internship for credit, Interns must be enrolled in a US college or university receive college credit, or be satisfying an academic requirement for their degree, to receive full credit. This is a part-time internship at 10-20 hours per week.

Overview:
The primary focus of this internship is to support and assist in the management of Iowa Youth Rugby Association's social media outlets and website communication. The Social Media Intern will assist with promotion of youth events through social media sites such as Facebook, Twitter, and Instagram, work with the Communication Intern to increase awareness of upcoming events, research and development of new PR initiatives, provide customer service to the community, and other tasks that contribute to the growth of youth rugby in Iowa through media. Any intern who receives this position will be trained on the Rookie Rugby Curriculum, be certified as a Rookie Rugby instructor, and receive any additional training as needed.

Responsibilities include:
• Support Youth Director and State Coordinator in the development and management of youth events such as tournaments, camps, clinics, outreach, and educator workshops, through Social Media outlets.
• Assist in the creation of parent materials via the current IAYRA website.
• Assist in the development of a youth and high school rugby presence through social networking (i.e. Facebook, Twitter, Instagram), focusing on new, creative initiatives.
• Office administrative tasks such as mailing, inventory, data entry, etc.
• Respond to youth inquiries and provide information and resources as requested
• Other duties as assigned

Benefits to Intern:
• Experience and insight into working for an Iowa Governing Body.
• Help in developing skills in event management, administration, marketing, and social media.
• Knowledge with youth sports program management at both the state and local level.
• Access to professionals in the areas of marketing, communication, events, development, finance, HR, and fundraising.

Percentage of duties:
50% - Website, marketing and mass communication development
30% - Event and initiative support
10% - Customer service by, email, phone and in person contact
10% - All other duties assigned

Interns should possess a passion for youth development through sports, strong customer service and interpersonal skills, and a desire to increase awareness via mass communication through social media vehicles.

Questions about this internship can be directed to Brandi Preul, State Coordinator and Youth Manager, brandi@iahsra.org or 515-996-0046. No text messages please.

Please complete and send the attached application to brandi@iahsra.org. List the internship title you are applying for in the subject line.
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IOWA YOUTH RUGBY ASSOCIATION APPLICATION

Please send the following contact information, along with the answers to the questions listed below and resume to our Youth Manager at brandi@iahsra.org

Please list the internship title you are applying for in the subject line.

Contact information

Name:
Age:
College/University:
Degree:
Rugby Experience (if any):
Address:
Phone #:
Email:

How did you hear about this internship?

If receiving credit for internship:
Advisor’s/Professor’s Name:
Advisor’s/Professor’s Contact number and email:

1) Please describe all relevant experience in youth sports.

2) Please describe all relevant experience working with students grades K-12.

3) In less than 500 words, what do you envision being the greatest foreseeable challenges and opportunities in this position?

4) What are 3 qualities that you possess will be most helpful with this position? And why?
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5) All Iowa Youth Rugby Association employees and interns will need to be background checked. Would you be willing to consent to a background check?