Texas Rugby
Social Media/Public Relations Intern

_Rugby Texas_, founded in 2010, is the state governing body for high school and youth rugby and is a member of USA Rugby, United States Olympic Committee (USOC) and the International Rugby Board (IRB). The organization is responsible for the development of boys, girls, youth and high school rugby. As part of this development, RT hosts a number of courses, clinics, championship events and maintains several social media sites in an effort to promote and communicate these events and other organization-wide activities to our audience. As the RT Social Media and Public Relations intern, you will help develop and carry out the social media, public relations and marketing plans for our organization.

**Responsibilities:**

- Will include authoring RT blog posts, posting tweets and engaging users via Twitter, researching and identifying potential PR opportunities and exploring ways in which we might engage our user community both within our existing sites and on external social media platforms.
- Assists with the maintenance of www.RugbyTexas.org, including the population of updated news and information as requested.
- Helps in the production of electronic publications; writes material and manages layout of information materials for RT and its teams.
- Assists RT staff in promoting ceremonies, press events and other events or projects.
- Assists in coordinating communications, activities and promotions for RT Playoffs and Championships, and other events hosted by RT.
- Provides communications support to other departments including, but not limited to, membership, game development, events, marketing and business development and finance.
- Assists with promotional campaigns and strategies and provide marketing support for a series of events, teams, players, products, etc.
- Assists teams with individualized social media programs.

**Requirements:**

- This is an entry-level position that requires enormous energy and the ability to work independently. A passion for the sport of rugby and/or a future career in communications, business, sports management, non-profit management or social media is highly recommended.
- Ability to multitask, and maintain a high level of organization with attention to detail and a strong intellectual curiosity.
- Exceptional verbal and written communication skills.
- Hands-on experience with social media applications (blogs, Twitter, Facebook, Digg, social bookmarking and related areas.
- Experience with Adobe Creative Suite programs (InDesign, Photoshop, Illustrator) is a plus but not required.
- Basic Web site editing and writing experience is preferred, HTML or flash experience a plus.
- This is not necessarily a 9-5 job, RT is open to working around applicant’s availability.
- This internship does not require a close proximity to the Rugby office, in the DFW area.

**This internship will run during the fall 2014 semester, with an approximate length of four 1/2 months and may be repeated for credit, if mutually agreed upon by Rugby Texas and the Candidate. This is a credit-only internship. Please ensure that you can use this toward credit for your degree. Applicants will be responsible for providing appropriate paperwork to Rugby Texas to fulfill University credit requirements.**

Reports to: North Texas Youth Development Director and in some cases, the President and Executive Director of Rugby Texas.

Interested applicants should send cover letter and resume to Kelly Madonna at kelly.madonna@rugbytexas.org

For more information on Rugby, please visit www.RugbyTexas.org