



Media / Public Relations Internship – Wareham Gatemen (Wareham, MA)

The Wareham Gatemen Organization seeks a candidate with superior writing skills, an interest in public relations to fill our Media / Public Relations Internship. This position is ideal for a student of Communications, Public Relations or Marketing interested in contributing actively to the creative and strategic development of a marketing and communications campaign. Applicants for this position should be media-savvy and have strong communications skills and demonstrated creativity. This candidate will work directly with the General Manager and other members of our Community Relations Team to collaborate and contribute to an ongoing creative process, provide feedback, and to the development of new strategies and materials. The candidate will also act as a liaison to all local, regional and national media and be the contact person representing the Gatemen as well as being responsible for supplying local, regional and national media outlets with Gatemen stories, images, video or other relevant content for use by media outlets. Schedule of weekly working hours determined in advance by the intern and GM. Internship runs from June 1, 2019 through end of season, including playoffs. Housing is not provided. Housing costs for summer average \$2,750. Possibility for a small stipend. **Reports To:** General Manager

Essential Duties and Responsibilities:

- Must attend all Gatemen home games including any pre and post season games.
- Working on website content development
- Monitor media coverage of the Gatemen and increase public awareness.
- Develop spreadsheet of local, regional and national publications and news outlets which cover the Gatemen, any of its players or the Cape Cod Baseball League
- Drafting press releases and other communications collateral on community relations efforts
- Work on the organizing and managing events (both virtual and in-person)
- Create content for our social media pages to generate awareness and interact with followers
- Contribute to messaging and branding strategy by researching marketing trends for target markets
- Complete other administrative tasks and special projects for the Gatemen as needed

Knowledge, Skills, and Abilities:

- Superior writing ability & independent research skills
- Creativity encouraged! Video editing, Photoshop, etc. skills a plus
- Coursework or direct work experience in creating marketing or outreach materials preferred
- Prior experience planning events either virtual or in-person
- Organized and detail-oriented with the ability to multi-task
- Ability to work as a team member and independently
- Creativity and comfort in an innovative role desired
- Experience, familiarity and comfort with using social media on behalf of a company required
- Prior understanding of baseball is desirable
- Experience in web content management preferred; Efficient in Microsoft Office Suite

Work Environment and Schedule:

- Work is normally performed in a field environment and there may be exposure to adverse weather conditions.
- Flexibility in scheduling is required and will involve some evenings, weekends, and holidays.
- Must be able to work all Gatemen home games.

Expectations:

- Adhere to the Wareham Gatemen organization policies and procedures
- Act as a role model within and outside the Wareham Gatemen organization
- Demonstrate flexible and efficient time management and ability to prioritize workload

To Apply: Follow directions on website. Please provide examples of your work with application.