



## **ATLANTA TIPOFF CLUB/NAISMITH AWARDS SOCIAL MEDIA CONTENT CREATOR**

### **POSITION PURPOSE:**

Create social media messaging and content for the Atlanta Tipoff Club (ATOC), a 501c-3 non-profit organization. The ATOC was founded during the 1956-57 basketball season as a way for Atlantans to share a common bond: the love and enjoyment of basketball. The organization's mission is to promote and expand the passion, tradition and heritage of basketball, and honor those who have achieved excellence and positively impacted the game both locally and nationally. The ATOC administers the Naismith Awards, presented annually to the most outstanding high school and college basketball players and coaches. Most of this internship will center on Naismith Awards activation.

### **POSITION OVERVIEW:**

This **unpaid internship** will run from October 1, 2021 through April 30, 2022. The candidate is expected to work a minimum of five (5) hours per week, although that will increase during peak periods. Candidates have the opportunity to earn college course credit, pending University approval.

### **RESPONSIBILITIES AND KEY ACCOUNTABILITIES:**

- Social media management for Naismith Awards programs:
  - Research, follow and stay informed on the latest high school and college basketball news
  - Prepare timely and newsworthy content by looking for opportunities to supplement posts with original content (photos, videos, graphics, etc.)
  - Follow content calendar, style guide, voice guide and utilize proper grammar and spelling as established by content leads and content director
    - Posts must be submitted, reviewed and approved by content leads prior to posting on social media channels
  - Meet daily and weekly post requirements on social media channels (Twitter, Instagram, Facebook and You Tube) with a focus on engagement.
  - Participate in conference calls (twice a month) and occasional in-person meetings
  - Utilize messaging platform (Slack or GroupMe) to work with team members on projects
  - When available, create content in person and conduct interviews with former winners at special events (Ex. annual golf tournament, games, Final Four)
  - Generate analytics reports within five days after the end of the month totaling engagement and impressions numbers.

### **NATURE AND SCOPE:**

This position primarily will support the Naismith Awards social media properties, but occasionally the intern might be asked to support other responsibilities ranging from project management, event support, and public relations/media relations, where applicable, in conjunction with the organization.

**KNOWLEDGE, SKILLS, ABILITIES AND COMPETENCIES:**

Must be highly organized, creative and able to multi-task with excellent written and verbal communication skills. Must be able to work effectively in a publicly visible, high pressure and deadline-oriented environment. Should possess a positive, energetic attitude and a knowledge and passion for sports, particularly basketball. Candidate should be familiar with the business of sports, basketball and how to work in a group environment. Proficiency in Microsoft Word, PowerPoint and Excel required. Experience posting on social media channels a plus. Intern will work outside of the Atlanta Tipoff Club offices.

**APPLY:**

Interested candidates should submit resume and cover letter via email to:

Randy Lieberman  
Atlanta Tipoff Club/Naismith Awards  
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