

Social Media

Department Description:

The Wheeling Nailers Multimedia/Public Relations Department creates and distributes all content to the general public and the media. That includes all game broadcasts, highlights, press releases, features, and social media. This department also schedules and attends events in the community, such as player/mascot appearances and fairs/festivals.

Internship Description:

An internship working with social media will allow the student to showcase their current skills while allowing them to further develop and grow their ability in creating, editing, and executing social media elements through a variety of platforms. This is an unpaid internship. The ideal candidate would possess the following:

- Ability to work the duration of the Wheeling Nailers hockey season (mid-September – end of season)
- Ability to work office hours when needed
- Passion for working in sports

Below is a breakdown of the possible tasks for the social media intern.

- Manage the Nailers social media channels during home games (Twitter, Facebook, Instagram, SnapChat, Periscope and our mobile app)
- Design and implement promotional, in-game, and gameday graphics
- Assist with the coordination of post-game interviews with media members
- Taking, editing, and posting original photography to the Nailers social media channels
- Other duties as assigned

Below is a breakdown of preferred skills and qualifications for the social media intern.

- Experience in running social media channels for an organization such as a sports team, business, or school
- Experienced in Adobe Creative Suite
- Must be willing to work nights, weekends, holidays, and other nontraditional hours
- Organized, punctual, and professional