



Game Day Social Media Internship **Northwest Arkansas Naturals Baseball**

The Northwest Arkansas Naturals are looking for two (2) individuals to serve as social media interns for the 2025 season. Social media interns will report directly to the Senior Director of Marketing and will collaborate with all members of the Marketing Department. They are responsible for ensuring original, quality content is posted to the Naturals' social media accounts throughout the season. This requires taking photos and videos at each game for use on social and help with posting highlights so that our accounts stay updated and relevant during the season.

Game Day Social Media Intern Responsibilities:

- Responsible for posting on the Naturals' social media accounts during games.
 - Accounts will include Facebook, Instagram, and X/Twitter
 - Interns will be asked to use their own phones and log into the Naturals' accounts
- Promote the Game Day atmosphere at Arvest Ballpark through fun and unique social media posts.
 - Posts may consist of team and player related content, team store, ballpark atmosphere, on field promotions, fan shots, pre-game and post-game activities, concessions, and other organic content.
- Social media interns will be given guidelines for posting and certain hashtags to use during the season and must maintain clear communication with Senior Director of Marketing and the rest of the Marketing staff.
- Research industry trends and stay up to date on best practices for posting on each platform
- Respond to customer questions when applicable; interns will be given talking points of places they can direct fans to contact if they ask questions that should be handled in person, by email, or over the phone.
- Showcase the Naturals brand in a positive way and enhance our overall exposure on social media.
- Interns will learn to cut highlights and clips from the game off Diamond and post them on our accounts.

Requirements:

- Must be willing to work nights and weekends from April-September (TBD number of Naturals games)
- Must be willing to cooperate with all other areas of our organization
- Must have basic knowledge of baseball and be out-going with a willingness to help others
- Must have previous experience in running a social media account
- Must sign a Rich Products Social Media Agreement prior to participating in the internship

This is an unpaid internship for college credit. Hours will rotate throughout the season but will be centered around home games at Arvest Ballpark so it will include nights, weekends, and the occasional holidays.

Those interested should email resumes to:

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