



**CAROLINA MUDCATS BASEBALL CLUB**  
1501 NC 39 Hwy, Zebulon, NC 27597  
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[carolinamudcats.com](http://carolinamudcats.com)

### **Position Description**

## **Digital Content Assistant**

Requirements: Pursuing or completed four-year college degree seeking entry into sports industry. Candidates must be available to work all home games (66 games) and events throughout the entire 2025 season, which can include long hours for multiple days in a row.

Description/Responsibilities: Duties include, but not limited to...

- Generate engaging and visually appealing content for various social media platforms, including Facebook, Twitter, Instagram and TikTok.
- Showcasing a fan-first environment throughout Mudcats social media channels through the use of Instagram/Facebook stories during home games.
- Capture and edit photos and videos during games, events and behind-the-scenes moments. (Mic'd Up, Highlight Videos, Player Interviews, etc.)
- Assist in planning and executing social media campaigns to promote games, events, special promotions and sponsored assets.
- Collaborate with the marketing team to align social media efforts with overall marketing strategies.
- Provide live coverage during games, including live tweeting, posting updates and interacting with fans in real-time.
- Follow and understanding the pre-set graphic/video styles of the organization.
- Collecting proof of performance assets throughout the Mudcats season in coordination with Mudcats sponsorship department.
- Tagging & organizing proof of performance images during the Mudcats season to better the process of creating end-of-season proof of performance slide shows or a variety of Mudcats partners.
- Able to attend non-game day activities (mascot appearances, off-site event, etc.).
- Assist in all other duties assigned by the Creative Services Associate.
- Pull tarp as needed.

Qualifications:

- Availability to work all games and events, including office hours for the entire 2025 season.
- Candidate must be reliable, detail oriented, able to problem solve, able to multi-task efficiently, have solid communication and writing skills and teamwork mentality.
- Open and friendly personality and willing to get in front of a crowd.
- Strong understanding of major social media platforms and their features.
- Excellent written and verbal communication skills.
- Basic graphic design/video editing skills and familiarity with Adobe Creative Cloud applications
- Enthusiastic about sports and knowledgeable about baseball.
- Ability to work flexible hours, including evenings and weekends during game days and events.
- Familiarity with sports marketing and promotions is a plus.
- Willing to take direction and learn.
- Provide an enthusiastic and energetic appearance to all fans during each home game.

Compensation: This is a paid seasonal position. Housing not provided.

Start Date: TBD

Please send your resume and portfolio to:  
Ryne Barnes - [ryne.barnes@carolinamudcats.com](mailto:ryne.barnes@carolinamudcats.com) or  
Aaron Bayles - [aaron.bayles@carolinamudcats.com](mailto:aaron.bayles@carolinamudcats.com)



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