



## **Cape League Social Media**

The Cape Cod Baseball League is looking for Social Media interns to be a part of the Cape League Media team for the 2025 season. The Social Media interns will organize, develop, and execute the CCBL's social media strategy, from ideating/building multimedia content, publishing across League social platforms, and assessing the performance of social content to increase CCBL brand awareness and increase social engagement on all channels. The Social Media interns must be able to create and execute original social concepts from start to finish for campaigns and brand activations to drive engagement, education, and awareness.

The optimal candidates will need to be aligned with League initiatives and priorities and be able to represent the brand values of the Cape Cod Baseball League. This internship runs from the date of acceptance through September 1, 2025, with an opportunity to continue through the end of the 2025 calendar year. This role includes remote work in a fast-paced environment with high volume of work and tight deadlines. Hours includes nights and weekends. Stipend commensurate with experience.

**Reports to:** Cape League Media Director

### **Key Responsibilities:**

- Assist the Social Media team in covering the CCBL on social media for every gameday of the season
- Create copy, cut in-game highlights, capture content via phone or camera, edit content via Adobe Creative Cloud, ideate and create content primarily for TikTok/IG/YouTube.
- Compile and organize social media analytics
- Partner with social team in the planning and ideation of daily content for organic social channels.
- Demonstrate an understanding of social media KPI's to help optimize and pivot social strategies, tactics, and content evolution.
- Collaborate with the social team to ensure that every piece of content is relevant and evaluate performance metrics to maximize engagement, reach, and awareness.
- Ensuring proper formatting and delivery of final files.
- Assist the social team in capitalizing on everything from tentpole events to unplanned moments and milestones, ideating and creating unique content across platforms and mediums.
- Bring unique and trending ideas to the table, with a focus on priority platforms, including Instagram, TikTok, and YouTube.
- Provide real-time content and live social coverage for events when needed.
- Other duties as assigned.

### **Qualifications:**

- Demonstrated experience and proficiency in managing social media platforms, including creating content, analyzing data and engaging with audiences.
- Passion to create and innovate! Remain up-to-date with all social media trends (focus on TikTok, IG, and YouTube).
- Must be detail oriented.
- Excellent time management, organizational, and problem-solving skills
- Dependable, willing to take initiative, and adapt to a variety of situations
- Enjoys being part of a team and is open to collaborative and creative ideas
- Able to multitask in a fast-paced, highly visible environment
- Proficiency in Adobe Creative Cloud
- Ability to operate a camera or phone to record video footage
- Experience in copywriting; exceptional writing and proofreading skills with an eye for detail

- Current student with a graduation date of 2025/2026 OR within one year post graduation
- Must be available to live and work on Cape Cod or within 20 miles throughout the duration of the season from June 7 to August 15, 2025
- Passionate about working in professional sports
- Proactive and out of the box thinking
- Knowledge of baseball terminology and rules.

**Work Environment:**

- Primarily works in outdoor environments, such as stadiums, arenas, and fields.
- Will travel to cover League events.
- Must be able to work irregular hours, including evenings and weekends.

**Physical Demands:**

- Ability to sit, stand, and walk for extended periods of time.
- May be required to work in various weather conditions.

**Note:** This job description is intended to provide a general overview of the position and its responsibilities. It is not an exhaustive list of all duties and requirements.

**To apply:** Applicants should email their resume, cover letter, two references, and access to your portfolio to [partnerships@capecodbaseball.org](mailto:partnerships@capecodbaseball.org). Please put your name and the position you are applying for in the subject line.