

# CAPE COD BASEBALL LEAGUE

## Social Media / Content Creator Intern

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| <b>Organization:</b>                 | Cape Cod Baseball League (CCBL)                                                                              |
| <b>Term:</b>                         | Date of Acceptance to August 31, 2027 (Opportunity to extend through December 2027)                          |
| <b>Location:</b>                     | Cape Cod, MA (Must live within 20 miles from June 2027 through August 2027; includes remote pre-season prep) |
| <b>Compensation &amp; Reporting:</b> | Stipend commensurate with experience   Reports to: Social Media Manager                                      |

### Position Overview

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The Cape Cod Baseball League (CCBL) is seeking a highly creative, energetic Social Media / Content Creator for the 2027 season. Reporting directly to the Social Media Manager, this role focuses on real-time content capture, mobile video editing, and digital storytelling across league ballparks. You will work alongside Graphic Design Interns, Photographers, Videographers, and under the Social Media Manager's direction to execute the league's overarching digital strategy, highlight elite collegiate talent, and integrate corporate sponsor deliverables. The ideal candidate has an eye for detail, deep baseball knowledge, and thrives in a fast-paced sports environment.

### Key Responsibilities

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#### Content Creation & Social Media Execution

- Capture daily multimedia content, including high-impact video, sound bites, b-roll, and photography, at CCBL stadiums, practices, and community events.
- Produce a high volume of native social content (Reels, TikToks, Stories, and short-form posts) with fast turnarounds, often within 30-60 minutes of game completion.
- Translate game highlights, player features, and league milestones into platform-specific narratives for Instagram, TikTok, YouTube, X, and Facebook.
- Execute sponsored social media deliverables (such as player-of-the-week features, branded stat graphics, and sponsored video series) in strict alignment with corporate partner requirements.
- Pitch trending content ideas, viral concepts, and creative series during team brainstorming sessions led by the Social Media Manager.
- Maintain server organization, asset tagging, and proper file management for the league's shared media database.

#### Gameday Operations & Live Coverage

- Travel across league ballparks to cover live games, special promotions, pregame panels, and tentpole league events (such as the All-Star Game and Playoffs) as assigned by the Social Media Manager.
- Assist in live-posting during games, working with league photographers and videographers to rapidly source and format high-resolution assets.

- Ensure all published copy adheres to accurate baseball terminology, proper grammar, and required sponsor tags/hashtags.

### **Analytics & Team Support**

- Assist the Social Media Manager in gathering post-performance tracking metrics, screenshots, and platform analytics for partner recap reports.
- Engage with, tag, and collaborate across sponsor accounts, player accounts, media outlets, CCBL franchise accounts, and collegiate athletic departments.

## **Qualifications & Requirements**

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- **Education:** Current college student with a graduation date of 2027/2028 or within one year post-graduation (Majors in Marketing, Communications, Digital Media, Photography, or related creative fields preferred).
- **Experience:** Minimum 1 to 2 years of experience creating digital content and managing sports social channels (specifically collegiate or professional baseball).
- **Technical Skills:** Proficiency with native mobile editing tools (CapCut, Canva), mobile photography/videography equipment, and working knowledge of Adobe Creative Cloud (Premiere, Photoshop).
- **Baseball Acumen:** Deep familiarity with baseball rules, strategy, statistics, and terminology.
- **Logistics & Availability:** Must reside on Cape Cod or within a 20-mile radius during the season (June to August 2027), possess a valid driver's license, and have access to reliable transportation.
- **Schedule:** Ability to work non-traditional hours, including heavy volume on nights, weekends, and holidays to match the gameday schedule.

## **To Apply**

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Interested candidates should email their resume, cover letter, two professional references, and portfolio link (if applicable) to:

**Email:** [internships@capecodbaseball.org](mailto:internships@capecodbaseball.org).

**Subject Line:** "[Your Name] - 2027 Social Media Content Creator Application"