

Cathi Ingersoll  
Marketing & Communications  
E: [communications@falmouthcommodores.com](mailto:communications@falmouthcommodores.com)



Falmouth Commodores Baseball  
Guv Fuller Field  
790 Main Street  
Falmouth, MA 02540  
<https://falmouthcommodores.com>



A Premier Cape Cod Baseball League  
Team

# Falmouth Commodores Internships

## MARKETING & COMMUNICATIONS TEAM

The Falmouth Commodores is one of ten teams that comprise the Cape Cod Baseball League, the preeminent summer collegiate baseball league in the United States. Scouts from all major league teams attend games and many players are ultimately drafted to play in MLB.

We are looking for the most highly-motivated, team-oriented summer interns to fill our vacancies. If you are attracted to sports marketing & communications, and who thrives in an environment where collaboration, creativity, and teamwork are strongly encouraged, this may be the opportunity you are looking for.

All intern positions are non-paying, and prospective interns must arrange for their own housing and transportation while on Cape Cod. The Commodores staff will assist where possible in helping interns find affordable lodging and part-time employment.

### **SOCIAL MEDIA (TWO POSITIONS)**

The applicant must have a strong fundamental knowledge of various social media platforms, including posting and editing of content posted on Commodores sites. Preference will be given to graphic design or marketing and media-related majors that have been actively involved in social media, graphic design, and sports programs. Strong interpersonal and communication skills are preferred. Submission of a letter expressing your specific interest and expectations from your internship, your resume, and published social media and graphic design samples are requested for consideration during the selection process.

- Have a strong understanding of social media, including: Twitter, Facebook, TikTok, LinkedIn and Instagram.
- Design and create social media content at home and away games, All Star game, community events, baseball camps and other events as needed, in conjunction with the Web Reporter, Photographer or Video Production interns and is responsible for managing and tracking all social media accounts.
- Determine and manage what type of content works best on each platform, optimize content accordingly, as well as understanding and leveraging the different features of each platform. The applicant must know how to engage with our audience through social media posts and interactions.
- Post social media content on a day-to-day basis following a runbook of suggested content such as game time, starting lineups, last night's game recap, community events, links to live stream, etc.
- Create short, high resolution video content for social, but also to be used during live broadcast game day stream.
- Monitor all Commodores social media channels daily, appropriately respond to all commentary as necessary and escalate commentary as necessary.
- Before, during, and immediately after the season: Track and measure engagement, taking advantage of each platforms' specific metrics preparing presentation(s) to be presented to the Board of Directors.
- Proactively find ways to grow our fan base by acquiring new users, increase engagement, etc.
- Understanding of platforms' tools for growth including boosting, sponsoring, targeted ads, etc.
- Intermediate skills with photo and graphic editing software such as Adobe Photoshop and other Adobe products.
- Have excellent attention to detail.
- Become acquainted with players' names, coaches' names, and uniform numbers as quickly as possible.

**To apply, send cover letter, resume and relevant work samples to:**

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