

EMAA Marketing and Communications Paid Internship

Eagles Mere Athletic Association

Term: Mid-May 2024 – Mid-August 2024

The Marketing and Communications Intern supports the EMAA in communicating and promoting all aspects of the EMAA within the Eagles Mere community on and off the mountain to drive awareness and inform the community about what the EMAA offers to families. This position requires pre-season work beginning in mid-May in order to have printed and online copies ready for the late June to mid-August season. This role will report to the President of the EMAA Board.

Duties of the Marketing and Communications Internship include:

- Serving as TreeTop Eagle Editor, including reporting on and photographing EMAA events and activities, promoting the EMAA program, working collaboratively with the Athletic director to confirm the daily schedule of activities, developing summaries of events with input from the Athletic Director, the Conservancy, and other EM organizations on occasion.
- Soliciting local businesses as advertisers for the TreeTop Eagle, including approving “camera ready” ad copy, reconciling ad payment with advertisers and working with EMAA bookkeeper to invoice advertisers.
- Working directly with the printer to agree and stick to deadlines, layouts and printing/shipping schedules, and/or ensure timely and smooth electronic production.
- Collaborating with other EMAA staff including, but not limited to, the Athletic Director and Assistants, Sailing Instructor, Tennis Pro, HideAway Manager, Water Carnival Commissioners, and EMAA Board members to incorporate EMAA news and updates in a timely manner.
- Ensuring that copies of the TTE are available at the Beach Desk and Tennis Center, and desk copies are distributed at the Inns and merchants in town. Additionally, explore other ways to communicate EMAA happenings around town.
- Distributing back page summary schedule of the TTE (along with a copy of the EMAA renters letter) to Robin Real Estate. This can be an emailed PDF for Robin’s office to print and distribute to weekly renters.
- Distributing online versions of the TTE to constituents.
- Working with the Athletic Director to ensure that the EMAA Facebook page and website have the most up-to-date EMAA schedules posted.
- Driving online engagement via Facebook and Instagram, and other approved social media that highlight various activities and include photographs.
- Assisting with planning special events and capturing these events.
- Participating in special events that are operated by the EMAA, and designated as such by the EMAA Board, including but not limited to Sports Week (July and August), 4th of July Parade, Lifeguard Hunts (July and August), Hamburg Show, World Cup, Regatta and Water Carnival.
- In collaboration with the EMAA Board member in charge of Water Carnival, create and arrange printing for the Water Carnival program, and, as needed, assist with advertising support for said program.
- Collaborating with board and staff members on new ideas, directions and tools for marketing and communications.

Requirements:

- College student or graduate with excellent writing skills and experience in school newspaper or other publications. Development, marketing or a related field preferred
- Knowledge of the EMAA and genuine love and appreciation for Eagles Mere and the values of the EMAA, including respect, integrity and inclusiveness
- Creative, energized, proactive, hard-working and passionate about promoting the EMAA to varied audiences and age-levels.
- Firm grasp of social media platforms including Facebook and Instagram
- A consistent present on the mountain and at many activities
- Organized, detail-oriented and proactive to meet deadlines throughout the summer season.

If interested, please send a resume, cover letter and 2 letters of reference to Caroline Long CarolineRLong@gmail.com by March 15th.

***Please note that any offer of employment shall be conditioned upon satisfactory background checks as required by PA Act 153.*