



## Softball Marketing Intern (Fall 2024-Spring 2025)

RBI Austin is looking for a Softball Marketing Intern to join our team. The ideal candidate possesses strong knowledge of the current social media landscape, is confident in collecting and creating social media content, and has professional experience managing social channels. This position is part-time (12-15 hours/week) and is available for school credit.

### About the Position

The Softball Marketing Intern will be responsible for covering and promoting the Cat Osterman Softball Academy Powered by RBI Austin (COSA). Working directly with Softball Legend and U.S. Olympian Cat Osterman, the marketing intern will capture and create engaging content for social media, implement and execute a softball social media campaign, monitor and post on social networks, and lead marketing efforts at COSA events.

Day-to-day responsibilities include, but are not limited to:

- Attending practices, games, and events to capture photos and videos.
- Creating engaging content for social media including graphics, reels, video clips, stories, and interviews.
- Posting live on social media at practices/games/events as well as scheduling posts through Hootsuite.

### About You

We're seeking a candidate who possesses the characteristics and qualifications below:

- **A self-starting, team player:** You are a self-starter who is comfortable with taking initiative and working in collaboration. You can effectively work on a team toward specific goals.
- **A teachable learner:** You maintain a teachable and open attitude, have a desire to learn, and display a willingness to try new things.
- **A strong communicator:** You are comfortable with written, visual, and verbal communication. You desire to share stories, connect with audiences, and engage with people through social media.
- **A flexible attitude (and schedule):** You are above no task, take plan changes in stride, and can attend some COSA events regularly to capture content.

### Expectations

- Regular communication with RBI Austin staff
- Attendance at the following:
  - Weekly RBI Austin Softball Team Meeting (Remote via Microsoft Teams)
  - Wednesday Night and/or Sunday Afternoon COSA Practices (\*Do not need to attend all)
  - COSA Fall Tournaments (Weekend Dates TBD) (\*Do not need to attend all)
- Internship Schedule: We will work with your school schedule to identify what internship hours will look like. Exact work schedule may vary from week to week depending on COSA event coverage required.

**About RBI Austin:** RBI Austin, an affiliate of Major League Baseball's Reviving Baseball in Inner Cities program, is a nonprofit organization in Austin, Texas providing baseball and softball leagues, clinics, and Christian-based mentoring to underserved youth and communities. More information at [www.rbiaustin.org](http://www.rbiaustin.org).

**Join our team!** Interested in applying? Email [internships@rbiaustin.org](mailto:internships@rbiaustin.org) with your resume and cover letter to begin the application process.