

MARKETING + COMMUNICATIONS SUMMER INTERNSHIP



RBI Austin is looking for a Marketing and Communications Intern to join our team in Summer 2020. The ideal candidate possesses strong knowledge of the current social media landscape, has professional experience managing social channels, and enjoys finding creative ways to collect and share content.

Reports to: Communications Director

Job Type: Internship; Full-time (35-40 hours/week), for school credit only

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 Bible-based mentoring to underserved youth and communities. More information at www.rbiaustin.org.

Mission: RBI Austin seeks to engage and develop inner-city Austin youth athletically, academically and spiritually, empowering them to lead the transformation of their communities.

Vision: RBI Austin envisions a transformed East Austin community in which every child has a qualified mentor, access to thriving schools, athletic programs and churches, and a pathway to lifelong success.

ABOUT THE POSITION

Job Vision:

- To steward and contribute to the advancement of the kingdom of God in Austin
- To grow spiritually through weekly RBI staff Bible studies
- To gain valuable leadership experience and skills
- To assist in operations of RBI Austin
- To be a chief servant to RBI Austin's constituents (volunteers, participants, partners)
- To engage the church of Austin in opportunities to make disciples through RBI Austin
- To biblically love and serve "the least of these" and equip others to do the same

ESSENTIAL DUTIES AND RESPONSIBILITIES

Marketing + Communications (70%)

- Work directly with Communications Director to learn key strategies and tactics behind communication plan
- Capture the summer league action via video and photo — *Creativity welcome! Photography experience a huge plus!*
- Create and curate content for social posts including visuals, articles, resources, and stories in adherence with editorial and communication calendars
- Develop competency in consistent brand messaging through writing RBI Austin blog and social media content
- Learn how to strategically communicate with various audiences
- Monitor and review data on the performance of social media platforms and recommend adjustments to plans or strategies to optimize outreach

Administration + Events (30%)

- Grow in executing and coordinating both on and off-the-field RBI events such as Jr. RBI Opening Day, Closing Ceremonies, and Volunteer Appreciation Dinner
- Assist in administration of RBI Summer League including registration, volunteer onboarding, league commissioner assistance and more
- Support and equip program department team members with various duties to ensure that on-the-field events occur seamlessly

Expectations:

- Pursuing and initiating discipleship relationships
- Regular communication with RBI Austin supervisor and staff
- Attendance at the following:
 - Weekly RBI Austin Operations meeting (Monday 2-3pm)
 - Weekly RBI Austin Development meeting (1 hour/week)
- Internship hours available:
 - Mon – Thurs: 2pm – 10pm (if not working evening, then 9am – 5pm)
 - Friday: minimal work day
 - Saturday: 7am – 6pm (must be available to work Saturdays to capture content)
 - Sunday: Sabbath rest

ABOUT YOU

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

- **A self-starting, team player:** You are a creative self-starter who is comfortable with both taking initiative and working in collaboration. You are able to work on a team toward specific goals in a mutually edifying and supportive manner.
- **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, engage with people through social channels.
- **A communications student:** You are a student pursuing a college degree in a communications-related field.
- **A believer in the Bible:** You diligently seek a vital and growing personal relationship with the Lord. You are a student of the Scriptures and a person of prayer. In all areas of life and witness, you seek to shepherd the people of RBI Austin by being an example to the flock (1 Peter 5:3).

Join our team! Interested in applying? Email internships@rbiaustin.org for more information to begin the application process.

