



Marketing + Communications Intern

Job Type: Full-time (35-40 hrs/week), for school credit only (limited stipend positions available)

Our Mission: to engage and develop inner-city Austin youth athletically, academically and spiritually, empowering them to lead the transformation of their communities. We leverage baseball, softball, and Christian-based mentoring to achieve this mission.

Our Vision: 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 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.

Responsibilities

The RBI Marketing + Communications Intern will gain skills in the following areas:

Marketing + Communications (70%)

- Work directly with the communications team to learn key strategies and tactics behind communication plan
- Capture the summer league action via video and photo — *Creativity welcome!*
- 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
 - Weekly RBI Austin Spiritual Development meeting
- Internship hours*:
 - Mon – Thurs: 2pm – 10pm (if not working evening, then 9am – 5pm)
 - Friday: minimal work day
 - Saturday: 7am – 6pm (must be available Saturdays to capture content)
 - Sunday: Sabbath rest

*Exact work schedule will vary from week to week, not to exceed 40 hours per week

About You

RBI Austin is looking for a Marketing and Communications Intern to join our team. 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. We're seeking a candidate who possesses the characteristics and qualifications below:

- **A self-starting, team player:** You are an others-minded, 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 enjoy people and understand that successfully working on a team requires communication, communication, communication.
- **A flexible attitude (and schedule):** You are above no task, take plan changes in stride, and have the ability to work nights and weekends.

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