



## Marketing & Communications Alpenglw Internship

Seeking recent college grad to join us for the 21/22 season at MSA to help with our social media presence and communications (monthly newsletters, press releases as needed, blog posts, etc). Depending on your skill set & interests, you could also potentially support in a part-time capacity with coaching or with tutoring. As an intern, you will quickly become an integral part of the MSA community, together with other Alpenglw Interns, our staff, and our vibrant student body.

All Alpenglw Interns are provided with room & board in exchange for dorm duty (2-3 nights a week) and general support around campus, such as trampoline time supervision, transporting student-athletes, supervising study hall, and mediating roommate disputes. Driver's license a plus. Desire to work with adolescents a must, along with a sense of humor and ability to be flexible in our dynamic industry.

A ski pass is provided in addition to a stipend.

Our season starts at the end of October/Early November or right after Thanksgiving and goes through the first week of April. Potential for earlier (i.e. September) remote start for the right candidate. Interns should anticipate receiving 1 full day off per week between December & March, additional consecutive days off can be arranged for on an as needed basis.

### Skills Required:

- G-Suite & Microsoft Office
- Facebook & Instagram
- Familiarity with or willingness & ability to self teach Constant Contact & SquareSpace platforms
- Familiarity with or willingness to learn Blackbaud SIS/LMS (for posting news)
- Basic photography & editing skills (Adobe Creative Suite is available)

- Writing, editing, & proofreading

### Marketing & Communications Tasks & Responsibilities

- Take lead on monthly newsletter drafting including:
  - writing & editing
  - gathering articles/pieces from assigned writers
  - taking photos & finding photos to use in newsletter
  - formatting newsletter content in Constant Contact
  - updating mailing list in Constant Contact as needed
- Create & implement social media posting calendar, including:
  - Bi-weekly posts to our main feed and regular stories that are in alignment with our core values & branding
  - Reposting appropriate content from our Alpine, Freeski, and Snowboard accounts
  - Supporting with marketing our fundraising efforts on social media
  - Engaging with commenters on Facebook & Instagram as appropriate & necessary
- Write & coordinate press releases as needed, including about:
  - student-athlete accomplishments in recent competitions/races
  - Student-athlete profiles for their home newspapers (mid-late season)
  - Partnerships with sister schools
- Take lead on regular blog posts. This could include:
  - Interviewing staff about their work & writing short piece
  - Brainstorming topics with admin team
  - Student/Staff profiles or highlight articles
  - Reposting specific content from newsletters
  - Short pieces about industry specific information (i.e. how to get sponsored, why use a back protector, etc).
  - Feature student work

### Dorm Parent Tasks & Responsibilities

- 2-3 evenings On Duty 6pm-10:30pm; monitoring students with study hall and lights out
- Wake students up, make sure they are at breakfast 2-3 mornings per week
- Support nurse with boarding student health-related appointments during the day (e.g. driving someone to PT)
- Take students to the trampoline

- Attend dorm parent meetings
- Attend occasional meetings with students (with the dorm team) to address behavioral issues
- Help students with various issues that come up (clothing, laundry, schedule, etc.)
- Serve dinner 1-2 evenings per week
- Monitor student jobs 1-2 evenings per week
- Take on mentor responsibilities and mediate roommate disputes
- Help organize special dorm events
- Assist in kitchen 1-2 preps per week
- Monitor student jobs 2-3 evenings per week
- Take on mentor responsibilities and mediate roommate disputes
- Help organize special dorm events
- Assist with maintaining a clean & healthy environment, which may include light cleaning (wiping down tables, sweeping, etc)
- Be able to drive a 12 passenger van

Please send resume and letter of interest to Luella Strattner:  
lstrattner@mountsnowacademy.org