



## PLLAY SOCIAL MEDIA INTERNSHIP 2020

PLLAY is seeking an intern to assist with social media coverage across Instagram, Twitter, and Facebook. The ideal candidate will be an incredibly avid social media user who is able to thrive in a fast-paced, team environment with an unquenchable thirst for learning. Holding knowledge on YouTube Gaming, Twitch, Mixer and Discord are a PLUS.

### Responsibilities : A Day In The Life

- Crafts posts that are optimized to engage on Instagram, Facebook, and Twitter
- Selects and edits video that is optimized to engage on PLLAYs YouTube and Twitch channel(s)
- Works with social media colleagues to understand the strategy behind posting on PLLAY social platforms
- Learns how to apply news judgement and journalistic standards to the most important sports stories of the day
- Creates Photoshop images for posting across various social media platforms
- Clips and edits short video moments for posting across various social media platforms
- Assists with compiling social analytics recaps and reports
- Researches new trends and applications of social media to enhance ESPN's channels

### Basic Qualifications : What You Bring To The Role

- Elite knowledge of social media, including a mastery of trends and verbiage on Instagram, Facebook, Twitter, and YouTube.
  - Strong writing and copyediting skills in addition to creative thinking and solid news judgment
  - Elite knowledge of all sports including current athletes, rules and events
  - Familiarity with major league sports, culturally relevant fashion and music and skill based video games (example: Madden, 2K, FIFA, Fortnite, Call of Duty)
  - Experience with at least one of the following: video editing software (Final Cut Pro, Avid), photo editing software (Photoshop, AfterEffects)
- Preferred Qualifications :

- Historical knowledge of sports and skill based video games
- Familiarity with the sports media landscape, including knowledge of business trends and technologies
- Demonstrated leadership experience in a professional role, organization or activity

#### Required Education

- Enrolled as a junior, senior or graduate student in an accredited college/university in the semester prior to the internship

#### Additional Information : Internship Eligibility

- Must be enrolled in a college/university taking at least one class in the semester/quarter (spring/fall) prior to participation in the internship program. December 2019 graduates are still eligible.
- Must be at least 18 years of age
- Must possess unrestricted work authorization

Program Dates: The length of this internship is 12 weeks, and the approximate dates are January 13- March 20, 2020. Interns will work 20 hours per week and must be fully available throughout the internship including nights, weekends and holidays.

Housing: This position is based in Philadelphia, PA.

Transportation: Must provide own transportation to/from work