

Job Announcement – Intern, Marketing & Communications

About the International Volleyball Hall of Fame

Want to work in the sports industry with an organization serving one of the fastest growing and exciting sports in the world? The International Volleyball Hall of Fame (IVHF) exists to honor the legends, recognize the greats, and preserve the history of volleyball worldwide. The IVHF serves as the world’s historical repository and hall of fame for indoor volleyball, beach volleyball, para volleyball, and more. 161 athletes, coaches, officials, and leaders from 25 countries have been inducted into the IVHF since 1985. The IVHF supports nearly a dozen local and national events each year consisting of grassroots development, youth, collegiate, and adult programs. Visit www.ivhf.org for more information.

Job Description

The Intern, Marketing & Communications will report directly to the Executive Director. The successful candidate will be responsible for engaging members and fans in the volleyball community via various digital platforms, growing brand awareness and affinity. The position serves as the lead for the IVHF website and email marketing campaigns, and will play a major role with our social media platforms and campaigns. This position is located in Holyoke, Massachusetts. Extended hours may be required to include nights, weekends and holidays. Minimal travel may be required.

Summary of Duties and Responsibilities include but are not necessarily limited to:

- Manage the overall direction of the IVHF website and digital properties, like mobile apps.
 - Develop a content strategy to engage viewers in an easy-to-use environment.
 - Daily maintenance of web pages and sections; build destination, landing, and event pages.
 - Reviews analytics, prepares monthly web performance reports.
 - Remain current on emerging trends and best practices.
- Manage the IVHF email marketing newsletters for fans, players, coaches, clubs, players and parents.
 - Manage the IVHF ‘content collective’ working group initiatives.
 - Develop an email marketing strategy that enhances brand awareness and affinity.
 - Liaison with IVHF’s email marketing partner to maximize feature utilization.
 - Collaborate with graphic designer on templates; staff/committees on content.
- Oversee audience development and branding of IVHF online digital exhibits.
 - Manage IVHF efforts in providing demographic-targeted content.
 - Develop and maintain the digital archive timeline and “This day in history” calendar.
 - Liaison with external vendors on editorial, design and production issues.
- Develop marketing promotional strategies for IVHF museum and all programs and events.
- Contribute content for IVHF social media platforms, campaigns, publications and website.
 - Schedule, produce agenda and take minutes for IVHF Marketing Committee meetings.
 - Other duties and projects as assigned.

Minimum Qualifications

- Working toward, or recent graduate with, a four-year college degree in Marketing/Communications or related degree/work experience.
- Strong understanding and expertise in digital content, usability, functionality and architecture.
- Demonstrated experience working with social media.
- Must be a self-starter with initiative and advanced oral and written communication skills.

Desired Qualifications

- Proficiency in photo and/or video editing.
- Strong understanding of web design, navigation and functionality.
- Experience in sports information at a college/university, volleyball preferred.
- Experience in online e-mail marketing software, Robly preferred.

Stipend Information:

IVHF internships are generally unpaid at this time due to limitations of available funding. Please inquire about any stipends that may be available. Credit and non-credit programs are acceptable.

Letters of interest should be sent by e-mail only to interns@ivhf.org. Phone calls not allowed. Interns are accepted on a rolling basis throughout the year.