MLB.com Digital Academy (MLBDA) – Intern Community Management Description

Expectations
This position is integral to the growth and development of the online MLBDA brand providing online product to youth baseball. Daily activity will work closely with Founder and CEO, MLB.com, MLB teams, Minor League teams, Youth Baseball leagues and coaches to build a successful voice and brand image. This candidate must have deep knowledge and passion for Baseball, including game strategy, terminology, and knowledge of current and former players and be motivated to work with Youth Baseball through the MLBDA online brand. This candidate must enjoy working and excel in a small team environment, be self directed, motivated, and passionate about building a social enterprise as the foundation for the brand.

Requirements
• At least two years of undergrad course work completed in a related major or extensive hands on experience.
• High quality writing expertise, blog expertise is an advantage.
• Extensive experience on multiple social media platforms.
  o Preferred experience with tools like Hootsuite and Twitter analytics.
  o Video/production experience, particularly with Vine, Instagram, and YouTube videos is a plus.
  o Advanced degree is a plus.
• Passion to learn, understand and develop the required knowledge to become an expert in social and digital media.
• Willingness to work unorthodox hours dedicated to the communities on Facebook, Twitter, and Instagram including nights and weekends surrounding conversations during baseball games.
• This position will be a paid hourly position, and ideally the applicant lives near Raleigh/Durham, NC.
• Mix of in office and off site environment
• Duration – A Spring 2014 internship, approximately 6 months. Potential opportunity to turn into full time position
• Available to work at a minimum 15-20 hours per week

Community Manager Responsibilities
• Relay the voice of the MLBDA brand and bring the brand to life through engagement and community development with the MLBDA target community.
• Drive and optimize the Community and Social strategy across Facebook, Twitter, Instagram, Vine and Google +.
• Identify and drive MLBDA initiatives/business goals to improve community engagement, participation, and drive traffic to MLBDA website and campaigns.
• Proactively build relationships and fuel passion for the MLB from the perspective of development program/teams, Parents, Coaches, and Young players.
• Understand and identify content that will gain traction within and beyond MLBDA community as well as curate and package content on behalf of the MLDDA, its sponsors and partners.

Content Development
• Develop and Deliver content closely aligned with MLBDA business goals.
• Build a loyal community through efficient use of content calendars, ongoing social media initiatives to drive a robust and deeply engaged community.

Analytics
• Monitor & develop benchmarks for measuring the growth of the community, i.e. engagement rates and number of followers.
• Analyze, review, and report on ongoing effectiveness & traction of new initiatives.
• Provide strategic recommendations and insights gleaned from the community to continually increase overall community performance.

How to Apply
Submit resume by email with Subject Line: Intern - Social Management, to: contact@mlbdigitalacademy.com
Resumes will be accepted until the position is filled.

To Learn more about us, visit our website at MLB.com/digitalacademy

Draft by Sports Media Challenge January 23, 2014