

Job Title: Social Media Intern - Team Canada Youth & Women's America's Cup

Location: Remote

Duration: January - November 2024

About Us: Canada has been selected to enter two teams into the Youth and Women's America's Cup to represent our country at the prestigious 2024 America's Cup competition in Barcelona. We are dedicated to pushing the limits of sailing technology and athleticism, striving to bring home the coveted Youth and Women's America's Cup trophies.

Job Description: We are seeking a motivated and passionate individual to join our team as a Social Media Intern. As the Social Media Intern, you will play a crucial role in showcasing our journey and promoting our brand across various social media platforms. This position is unpaid as we are a not-for-profit organization looking for volunteers to help Team Canada bring home the trophy. This is a valuable opportunity to gain hands-on experience in the world of professional sailing and sports marketing.

Key Responsibilities:

1. **Content Creation:** Create visually appealing and engaging content related to sailing, our team, and the America's Cup. This includes capturing photos and videos during training, competitions, and behind-the-scenes moments.
2. **Editing:** Edit and enhance photos and videos to maintain a consistent brand image and to maximize audience engagement. Proficiency in video editing software and photo editing tools is essential.
3. **Social Media Management:** Manage and curate content for our social media accounts, including but not limited to Instagram, LinkedIn, Facebook, and TikTok. Schedule and post content regularly to maintain a consistent online presence.
4. **Community Engagement:** Respond to comments, messages, and interact with our followers to build a strong and engaged community. Encourage fan participation and feedback.
5. **Understanding of Sailing:** A strong understanding of sailing, the America's Cup, and our team's goals. Be able to convey this knowledge through your content and engage with sailing enthusiasts.
6. **Analytics:** Monitor social media analytics and track the performance of posts and campaigns. Provide insights and suggestions to improve our online strategy.
7. **Event Coverage:** Attend and cover our team's events, races, and special activities. Share real-time updates and create captivating content during these events.

Qualifications:

- A strong interest in sailing and knowledge of the America's Cup is preferred.
- Experience in photography and videography, including proficiency in photo and video editing software.
- Proficient in social media platforms, trends, and best practices.
- Strong written and verbal communication skills.
- Enthusiastic, creative, and self-motivated.
- Ability to work independently and as part of a team.
- Flexibility to attend events and races as needed.

How to Apply: If you are passionate about sailing, social media, and want to be part of an exciting team aiming to win the America's Cup for Canada, please send your resume and a portfolio of your social media work to David Leonard david.leonard@teamcanada-ac.com. Please also include a brief cover letter explaining your interest in this role and how you can contribute to our team's online presence.

Note: The internship may be eligible for academic credit if arranged with your educational institution. Travel expenses to events and races may be covered as needed.