



Student-Athlete Development

Social Media, Marketing, and Design Internship

San Diego State University

Position

Student-Athlete Development Social Media, Marketing, and Design Intern

Supervisors Contacts

Timothy F. Bryson, Assistant Athletic Director of Student-Athlete Development (tfbryson@sdsu.edu)

Raquel Orozco, Student-Athlete Development Assistant and Academic Advisor (rorozco4@sdsu.edu)

Mission of the SDSU Aztecs Going Pro Program

This learning community provides each student with a comprehensive, four-year student-athlete development program centered around three foundational pillars: personal growth, career development, and civic engagement. Student-athletes receive yearly innovative programming, one-on-one coaching, and unique experiential learning opportunities to help them create and prepare for their post-graduate plans and build a strong network of connections available through the SDSU community. The Aztecs Going Pro program includes four one-unit courses that apply toward graduation requirements.

SDSU Athletics Diversity and Inclusion Mission Statement

SDSU Athletics is committed to diversity, inclusion, and gender equity while championing the value they bring to our success. We strive to become one of the most diverse and inclusive athletic departments in the country by celebrating each other and our diverse backgrounds. We seek to establish and maintain an inclusive culture that fosters equitable participation for student-athletes and career opportunities for staff.

In support of this mission, the SDSU Athletics Diversity and Inclusion Committee – composed of student-athletes, coaches, staff, and administrators – engages, develops, and supports sustainable strategic activities as we progress toward fostering an environment that appeals to individuals from varied backgrounds, abilities, and beliefs. We welcome diversity of thought because we know that it dynamically enriches our collective productivity and creativity.

Each person's perspective is unique, and when all of us come together in the genuine spirit of learning and growing, our distinct views produce a stronger SDSU Athletics Department.

Together, we are the Aztec Family.

Position Description, Duties, Commitment, and Responsibilities

The Student-Athlete Development Social Media, Marketing, and Design Intern will have a unique opportunity to work regularly with student-athletes of diverse backgrounds to support their personal growth, career development, and civic engagement. Under the supervision of the Senior Associate Athletic Director of Student-Athlete Support Services and Student-Athlete Development Assistant, this position will help grow the brand and tell the story of our Aztecs Going Pro program through marketing, design, and social media.



The responsibilities include:

- **Content Creation:**
 - Assist generating new ideas and maintaining consistency across all social media platforms and marketing channels (Aztec Going Pro Twitter, YouTube, Instagram, Facebook, LinkedIn, Aztec Network and Go Aztecs Website)
 - Design graphics, post on social media, create new marketing campaigns, publish newsletters, etc.
 - Create, design, and research graphics for student-athlete development needs (classes, alumni engagement, Aztecs Going Pro story, etc.) as well as events including:
 - Back-to-School Bash - August
 - Orientations (Family, Student-Athlete, and International Mentor Program)— January, June, July, and August
 - A.C.E Awards-- April
 - Community Service Activities- On-Going
- **Content Management:**
 - Assist Student-Athlete Development (SAD) staff in creating and executing a weekly social media plan that tells the Aztecs Going Pro story
 - Assist SAD with updating SAASS social media, websites, and/or campaigns
- **Other Duties as Assigned**

Qualifications

Required:

- Proficient in graphic design applications (Adobe Photoshop and Canva)
- Demonstrated social media experience in the following: Twitter, YouTube, Instagram, Facebook, & LinkedIn
- Completed 60 undergraduate units or above
- Deadline-driven with a passion for the digital marketing industry and social media
- Ability to work efficiently in a fast-paced environment without sacrificing quality

Preferred:

- Video creation and editing experience

Additional Information

- **Salary:** Unpaid
- **Program Dates:** Fall semester, Spring semester, Summer, or Yearlong (yearlong is preferred)
- **Hours:** Minimum of 10 hours per week (schedule can be flexible and remote)

How to Apply

Please email Raquel Orozco (rorozco4@sdsu.edu) a resume and a 250-word personal statement explaining why you are interested in the Student-Athlete Development Social Media, Marketing, and Design Internship position at SDSU (Note: Indicate preferred internships time frame/dates). Apply by **Monday, July 1st for Fall 2024 position.**