



Digital & Social Media Intern

About the Opportunity

The HBCU Relays Experience (HRE) is seeking a creative, driven, and highly proficient Digital & Social Media Intern to support the planning, promotion, and execution of digital content for a premier Track & Field event rooted in community, culture, and competition.

This internship is ideal for a student or recent graduate passionate about storytelling, brand engagement, and using digital platforms to build excitement around sports and live events. The intern will play a key role in strengthening HRE's online presence, audience engagement, and digital campaigns leading up to and during the event.

You won't just be posting content — you will help shape the digital voice of an experience where **Community + Culture = Champions.**

Internship Details

- **Location:** Remote
- **Time Commitment:** Approximately 10–15 hours per week
- **Duration:** Term-based / rolling hires (aligned with academic credit if applicable)
- **Compensation:** Unpaid internship (for academic credit and/or portfolio development)

Perks

- College credit (through your academic institution) or Portfolio Development
- Portfolio-ready content and professional experience (*all content must be reviewed and approved by HRE prior to public use*)
- Optional event attendance (travel at intern's expense; nominal daily stipend provided if attending)
- Hands-on experience supporting a nationally growing track & field event

Eligibility: Candidates must be currently enrolled in an accredited college or university or recent collegiate graduate.

Key Responsibilities

- Create, schedule, and publish high-quality, engaging content across social media platforms, including Instagram, TikTok, Facebook, X (Twitter), Threads, and YouTube
- Write compelling captions and assist with graphics, short-form video, and promotional content aligned with HRE's brand and mission
- Assist in executing digital marketing campaigns promoting registration, ticket sales, and community engagement
- Monitor social media platforms daily, engage with followers, and respond to comments and messages in a timely, professional manner
- Research social media, hashtags, and best practices in sports and event marketing
- Track engagement metrics (reach, impressions, engagement, etc.) and assist with content optimization and reporting
- Collaborate with the HRE team on digital assets, email communications, website updates, and promotional materials

- Support community-building initiatives before, during, and after the event
 - Assist with live content coverage during event week (if attending), including behind-the-scenes content, highlights, and real-time updates
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Qualifications

- Current college student or recent graduate pursuing or holding a degree in Marketing, Communications, Digital Media, Public Relations, Graphic Design, Business, or a related field
 - Proficiency in creating, managing, and publishing content across major social media platforms (Instagram, TikTok, Facebook, X, Threads, and YouTube) — not just basic familiarity
 - Strong understanding of social media trends, platform algorithms, and audience engagement strategies
 - Excellent written and verbal communication, organization, and time management skills
 - Strong attention to detail, organization, and time management skills
 - Ability to work independently in a remote, fast-paced, event-driven environment while collaborating effectively with a team
 - Reliable access to a computer, internet, and smartphone
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Preferred (Not Required)

- Experience creating and managing content for a brand, organization, athletic program, or event (academic, personal, or professional)
- Strong working knowledge of Canva and CapCut and/or Adobe Creative Suite
- Experience with short-form video editing (Reels, TikTok, Shorts) and social media analytics
- Interest in sports, track & field, live events, or community-focused initiatives
- Experience covering events, athletics, or campus organizations on social media