**Position Title:** Digital and Social Media Architect

**Name of Organization:** Never Too Late Basketball Camps, Inc.

**Number of Openings:** 1-3

**Duration of Internship:** August - December, 2019 with exact dates to be determined, with the possibility to extend the engagement for the right candidate

**Is This a Paid Position:** Intern(s) would work for college course credit

**Hours per Week:** 5-10

**Company Overview:** Never Too Late Basketball Camps, Inc. (NTL) is a not-for-profit adult basketball instruction business that has been in existence since 1992. It seeks to provide the highest quality basketball instruction within a supportive, collegial environment to adult men and women regardless of age or experience.

**What You Should Know About NTL** (where it has been and where it would like to go): NTL has been featured in a wide variety of national media: *Sports Illustrated, The New York Times, The Washington Post, Women’s Sport & Fitness, Men’s Journal*, as well as, NPR’s “Only a Game”, and many other national and local publications. NTL has relied entirely on media exposure, word of mouth referrals and repeat customers for its client base. Players come to the camps and clinics over and over again because of the culture of support, camaraderie, self-improvement and community. Though an undeniable critical success, NTL would like to expand its reach, build the brand, and provide its services to a greater number of players.

**Duties and Responsibilities:** The Digital and Social Media Architect would work in concert with NTL staff to:

1. Create a more robust and vibrant social media presence utilizing Twitter, Instagram, and Facebook
2. Define measurable calls to action from this social media presence that helps to grow NTLs database of potential clients
3. Develop an appealing NTL newsletter format
4. Help manage database needed to support regular communications (including newsletter)
5. Help create areas within the nevertoolate.com website for short instructional and testimonial videos

**Goals:**

1. Increase dramatically the number of followers on Instagram and Facebook (goal of 5,000+ on each, an increase from 300 and 500, respectively)
2. Develop a specific and interesting and unique newsletter template with an intended bi-weekly distribution using MailChimp or Constant Contact or some other marketing platform with proven and easy access to stock photos for the newsletters.
3. NTL has an existing database of past, current, and potential clients. Research and propose and ultimately have in place best database “upgrade” for use with newsletter and other communications given the expected increase in the size of database driven by increased social media efforts.
4. Help NTL staff (who will develop videos) place (and have ready for placement) 30-50 short videos for the website.
Qualifications and Experience: Familiarity and proven experience with various social media platforms. Familiarity and experience with the WordPress content management and marketing platforms such as MailChimp.

Application and Instructions: Please email resume and *cover letter to:

Steve Bzomowski
President
Never Too Late Basketball Camps, Inc.
steveb@nevertoolate.com

*Include mention of social media platforms and marketing platforms with which you have experience and how this internship will factor into current coursework and your long term goals.