

## **Charleston Race Week Seeks Media Intern**

Looking for an internship running a major Charleston event? Consider applying for the media internship with [Charleston Race Week](#), a renowned 3-day regatta in Charleston Harbor, this spring. The work schedule for this internship is approximately 2 hours a week up until the sailing event, April 14-17, 2016, when the internship would become full-time. Read below for more information about this opportunity --

### **Job Description**

Charleston Race Week is looking for a student studying communication or events management who desires hands-on experience in media communications and management. Our event takes place in mid-April, but we conduct significant outreach leading up to the event. During the event, we work very closely with members of the media in attendance to ensure that they can cover the event as closely as possible. We also furnish information (updates and images) to media outlets that are not on site, and the media intern is involved in that as well.

The media intern plays a pivotal part in ensuring that Charleston Race Week's media office maximizes its opportunities to generate public awareness through media coverage and social media outreach.

### **Qualifications**

The ideal person is a self-starter who understands how to work under direction, yet can also take the initiative when necessary to help the media office accomplish its goals.

The ability to communicate clearly and effectively – both verbal and written – is important. In addition, occasional multi-tasking is required, so the ability to handle concurrent assignments is valuable.

A working proficiency in electronic communication is required. The ideal candidate will not only have word-processing skills, but also the ability to work within various social media platforms including Facebook, Twitter, Instagram and Snapchat. This includes proficiency in posting links and tagging. Knowledge of SEO principles would also be helpful.

Experience using photo manipulation software such as Photoshop would also be helpful.

Charleston Race Week is a sailing event and knowledge of and experience in that realm is valuable but not required.

### **Learning Objectives (required for all internships)**

This internship is designed to offer the candidate various opportunities. First and foremost will be the chance to garner insight into how the media communications office at a major event functions. That perspective will be informed by observing and working within the preparatory stages (January through early April), the actual time of the event (April 14-17, 2016) as well as the wrap-up stages afterward (April 18-May 6, 2016).

As a member of the events media team, the intern will work with others, including

photographers, videographers and web producers and that experience will teach them the nuances of working within a team environment.

The intern will also have the opportunity to develop and publish content related to the event (competitor profiles, event updates, etc.) and thus will learn through working with the media director how to best engage the largest possible audience. This will also help the intern hone his or her personal style in expression. And, part of this work will involve understanding the importance of meeting deadlines.

**TO APPLY:** Visit <http://careercenter.cofc.edu/index.php> and follow directions for students accessing *CougarJobLink*. You will then be directed to sign into MyCharleston and after logged in, go to the Student Services tab > *CougarJobLink* and search for the position by entering **Charleston Race Week** in the keyword section.

**\*\*\*Note: You must upload your resume into CougarJobLink in order to apply through the system.\*\*\***