



Ridgefield Raptors Digital Media Internship

Position: Digital Media Intern

Supervisor: Assistant Media Marketing Coordinator

Hours: Part-time; Starting 10 hours per week with up to 30 hours in the summer; some flexibility to work remotely

Requirements: Must be able to attend all home games, including the potential playoff games.

The Ridgefield Raptors are pleased to offer a paid internship in social media marketing. This position will assist with the capture and creation of all social media ideas for Raptors home games, baseball, and softball camps.

About the Ridgefield Raptors:

Established in 2018, the Ridgefield Raptors are one of the 16 teams in the West Coast League. The West Coast League is a summer wood bat league based in the Pacific Northwest for college-eligible student-athletes. Recruiting players from around the nation, the Raptors have been a playoff contender in two of the three seasons they have competed in. Currently, six former Raptors players have been drafted to play professionally. The Raptors play approximately 30 home games from June to August each year, drawing crowds of up to 1,700 fans. We offer a hands-on business experience for individuals looking to enter the sports and hospitality industries. The Raptors value personal and professional growth and are seeking candidates who will perform within the framework of the organization while showcasing their individual talents. We love baseball, and we love our community.

Job Description:

It is our goal to provide you with hands-on experience and knowledge useful in competing for jobs in the sports industry, beginning with Summer Collegiate Baseball. We will also work with you to fulfill the requirements for college credit if necessary. Our internships are a great learning opportunity where previous experience is not always necessary. We want you to play an essential role in bringing a new one-of-a-kind fan experience to Southwest Washington. The digital media internship runs from mid-May to mid-August. The summer collegiate season officially begins in early June. Qualifications are based on ability, desire, work ethic, and a commitment to make the most of the experience. Internships are geared to educate about the entire business of baseball.

Desired Qualifications:

- Diligent and has a passion for social media
- Organized and can meet tight deadlines
- Experience with all major social media (Facebook, Instagram, Twitter, TikTok)
- Experience with Adobe Illustrator or Photoshop.
- Video editing experience is a plus.



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RESPONSIBILITIES:

- Work with our Media Marketing Coordinator to enhance the overall vision and execution of the public and marketplace image of the Raptors.
- Design graphic projects for trade - websites, social media, and more
- Assist in planning and executing all marketing & promotional events, and strategies.
- Assist with drafting content and analytics for the Raptors' social media networks.
- Capture proof of performance materials for end-of-season reviews
- Assist with management and maintenance on RidgefieldRaptors.com
- Support the creation and development of in-game elements including on-field promotions, fan interactive elements, mascot skits, music, etc.
- Develop, prepare for, and participate in various theme nights
- Decorate the park and prepare for the various theme nights throughout the season
- Assist in any other duties put forth by Raptors' full-time staff

Timeline:

May: Working 2 to 3 days a week – 3 to 4 hours each day

June – August: Working every Raptors home game and all camps - 4 to 8 hours per event

- Week 1 – Introduction/Orientation:
 - Meet staff
 - Visit the park
 - Go over expectations and daily duties
 - Gain access to necessary accounts and spreadsheets
 - Assist with duties as assigned
- Week 2 – Training and Preparation
 - Content creation training
 - Studying and creating shot sheets
 - Planning and organizing social media promotions and posts
 - Updating the website for accuracy
 - Working with clients to obtain prizes for on-field activations
- Season – Weekdays start times vary from 10 AM to 5 PM, and finishing times vary from 4 PM to 11 PM.
 - Creating templates for social media posts
 - Working on video edits

- Creating recaps for sponsorship clients
- Working on newsletters and other informational documents
- Assigned duties as needed