



<b>JOB TITLE:</b>	Digital Media Intern
<b>TYPE OF POSITION:</b>	Internship
<b>REPORTS TO:</b>	CEO & President
<b>LOCATION:</b>	Hawaii (virtual workplace)
<b>APPLICATIONS DEADLINE:</b>	December 10, 2021
<b>START DATE:</b>	January 2022 (depending on student availability)
<b>INTERNSHIP DURATION:</b>	5 MONTHS (May 2022)

#### **OBJECTIVE:**

The objective of the Digital Media Intern is to contribute to the design, production, and implementation of our social media content on various platforms. This internship will produce timely and effective content that reinforces the Oahu League's vision and goals.

#### **ROLES & RESPONSIBILITIES:**

- Assist with the coordination of the content schedule on the website and posting news to OahuLeague.com
- Weekly Oahu League IGTV Content Creation
- Managing all applicable social media platforms (Facebook, Instagram, YouTube, Twitter, LinkedIn, Google MyBusiness) utilizing Hootsuite, to ensure that our core message is on brand and strategy.
- Content creation across multiple platforms that will hit key target segments that utilize those.
- Preparing reports weekly and monthly on website, search, and social media using Google and Facebook Analytics.
- Monitor Social Media trends.
- Liaising with social media coordinators of our partner organizations (Hawaii Youth Soccer, United States Youth Soccer, US Soccer, Sponsors/Partners).
- Attend Oahu League match weekends.
- Other tasks upon request

#### **LEARNING OUTCOMES**

Selected candidates will develop essential skills and gain valuable experience within a team environment at a not-for-profit sports organization. These skills will assist the candidate in preparing them for life outside of the academic environment.

- Content Creation
- Technology
- Data Analysis

## **OAHU LEAGUE**

Of Hawaii Youth Soccer Association  
*Kūhanauna (A Soccer Generation on the Rise)*

Phone: 808.352.0631  
Address: PO Box 1924 Aiea, HI 96701  
Email: [info@oahuleague.com](mailto:info@oahuleague.com)  
Website: OahuLeague.com



- Relationship Engagement
- Annual Marketing Plan – and social media in the Marketing Mix

### KEY ATTRIBUTES

- In pursuit of post-secondary degree or diploma in related field (Digital Marketing, Marketing & Communications, social media, or other related programs.
- Effective communication skills – written and spoken English
- Passion and understanding of social media platforms are a requirement
- Understanding of photo and video editing required
- Initiative and ability to manage multiple projects and meet deadlines
- Love of sport/soccer

**COMPENSATION:** These positions are volunteer positions and are available for School Credit only. Applicants not in school may still apply to gain experience.

**HOW TO APPLY:** Please send a Cover Letter and Resume to Christopher Keem at [ceo@oahuleague.com](mailto:ceo@oahuleague.com) - citing the position title in the subject line. No telephone calls please. We thank all applicants for their interest; however, those selected for an interview will be contacted.

### HOURS

Typically, 10am-6pm three days per week depending upon college/university program requirements. Some weekends or evenings may be required.

### ABOUT OAHU LEAGUE OF THE HAWAII YOUTH SOCCER ASSOCIATION

With over 4,200 players registered annually, Oahu League is dedicated to the development of well-balanced, successful players at the competitive levels. The Oahu League values Inclusiveness, Intentional Skill Development of players, coaches, administration, match officials and volunteers, Family-Balance, and Life-Long Enjoyment of Sport.

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