

## 2022 SUMMER INTERNSHIP

### P3R Youth Programming Intern- Marketing/Communications

#### ABOUT P3R

Best known for organizing the acclaimed annual DICK'S Sporting Goods Pittsburgh Marathon, P3R also organizes a variety of other high-quality races, training runs, and health & fitness programs throughout the Pittsburgh region, including the award-winning Kids of STEEL program.

#### INTERNSHIP DUTIES/STUDENT RESPONSIBILITIES

Assist the Youth Programming Department in delivering the Kids of STEEL & 4RUN2 Varsity programs that serve youth, ages 18 and under. Duties include (but are not limited to):

##### 60% SOCIAL MEDIA MANAGEMENT

- Developing social media content (including but not limited to: social campaigns, workout content, blogs, themed materials)
- Creating marketing materials to advance the mission of P3R on social channels
- Monitoring & researching best practices to stay ahead of trends

##### 40% PROGRAM EXECUTION

- Attending team practices with P3R staff
- Leading workouts and activities at programming sites and community events
- Execute outreach by assisting with new team & volunteer recruitment
- Assisting with P3R events including the Fleet Feet Liberty Mile, Dollar Bank Junior Great Race, and FlyBy5K

#### REQUIREMENTS

- Passion for mission of P3R
- Outstanding customer service skills
- Good communication and interpersonal skills
- Flexible scheduling including several evenings and weekend dates
- Ability to instruct others in physical activity
- PA Child Abuse History Clearance, PA State Police Criminal Record Check, FBI Criminal Background Clearance

#### EXPERIENCES YOU CAN EXPECT

- A behind the scenes view in planning world class events in the sports business
- Utilizing your creative skills and passion for activity
- Creating unique experiences for kids and their families centered around movement and active lifestyles
- Motivating the region to increase time spent in physical activity
- Interacting with the community: an opportunity to work with diverse populations
- Opportunities to learn from staff members in youth programming, marketing, sponsorship, and event operations