

## **I LOVE RUNS PRACTICUM INTERN - JOB DESCRIPTION**

**Location:** Chicago, IL

**Duration:** Spring 2021

**Compensation:** College Credit Available

Do you love sports and athletics? Do you like to write and design content to help others become a better athlete? Are you interested in building brands and promoting running events? Then you might be the perfect candidate!

The I Love Runs Marketing Intern will play a vital role in the development and maintenance of our online runners community. The intern will create and share content that is relevant to our customer base, as well as promote the website and races. He/she should have an extensive understanding of blogging, marketing and social media platforms such as Facebook, Twitter, and Instagram. This position must be able to research, analyze, and implement trends and strategies in the marketing industry. Working directly under the Event Managers, this intern will learn the ins and outs of running an athletic website.

### **OFFICE RESPONSIBILITIES**

- Develop, troubleshoot, support, maintain, and enhance our website
- Provide recommendations for improvements based on your expertise and new technologies
- Maintain blog and website
- Manage our team of writers to curate the best user experience on our blog
- Create and maintain databases and documents
- Create sponsorship contracts and invoices
- Develop outreach strategies to increase memberships and signups
- Create financial reports and analytics to present to executive management
- Manage the iLoveRuns email account and respond accordingly
- Assist in managing MailChimp account, including e-newsletters
- Update website with latest running news and additions
- Work with clients on personalized marketing plans and ad buys
- Design and create metrics to measure effectiveness of various marketing
- Other duties as assigned

### **WHAT YOU WILL LEARN**

- How to manage a national marketing campaign

- ❑ How to project manage a website and digital medium
- ❑ How to track success through budgeting
- ❑ How to manage a system of registrations and applications
- ❑ How to troubleshoot and problem solve
- ❑ How to manage multiple accounts and process payments
- ❑ How to generate invoices
- ❑ How to build relationships with providers, clients, and vendors
- ❑ How to promote and brand
- ❑ How to write sales copy and develop an effective marketing campaign

## **ELIGIBILITY**

- ❑ This is a full time position from 9am-5pm Tuesday through Friday and some weekends
- ❑ Moderate to advanced experience in WordPress and Illustrator or Photoshop
- ❑ Extensive understanding on blogging, marketing and social media platforms such as Facebook, Twitter, and Instagram.
- ❑ Candidates should be enthusiastic about running and athletics
- ❑ Must have moderate to advanced understanding of Microsoft Excel, Office and Google Drive
- ❑ Fluency in Spanish preferred (not required)

## **WHY WORK FOR ILOVERNS?**

iLoveRuns is a national running website and race directory trusted by thousands of runners across the country. Our runners count on us for the best and most up to date information about races and running events near them. Not only will you gain valuable management experience, but you will have the opportunity to work with large budgets and national accounts.

Sound like the job for you? Please send your cover letter and resume to [info@iLoveRuns.com](mailto:info@iLoveRuns.com). We look forward to hearing from you!