



## Media / Public Relations Internship – Wareham Gatemen (Wareham, MA)

The Wareham Gatemen organization is one of ten teams in the Cape Cod Baseball League (CCBL). The CCBL is a collegiate summer baseball league located on Cape Cod, Massachusetts. As the nation's premier collegiate summer league, the league has produced over one thousand former players who have played in Major League Baseball.

The Wareham Gatemen Organization seeks a candidate with superior writing skills and an interest in public relations to fill our Media / Public Relations Internship. This position is ideal for a student of Communications, Public Relations or Marketing interested in contributing actively to the creative and strategic development of a marketing and communications campaign. Applicants for this position should be media-savvy and have strong communications skills and demonstrated creativity. This candidate will work directly with the Marketing Director and other members of our Community Engagement & Marketing Team to collaborate and contribute to an ongoing creative process, provide feedback, and to the development of new strategies and materials. The candidate will also act as a liaison to all local, regional and national media and be the contact person representing the Gatemen as well as being responsible for supplying local, regional and national media outlets with Gatemen stories, images, video or other relevant content for use by media outlets. Schedule of weekly working hours determined in advance. Internship runs from date of hire (remote) through end of season, including playoffs. Housing is not provided.

**Reports To:** Marketing Director

### **Essential Duties and Responsibilities:**

- Must attend all Gatemen games including any pre and post season games.
- Working on website content development (experience with WordPress preferred).
- Drafting Press releases and other communications (excludes beat writer responsibilities)
- Contact Local, Regional & National Media with Press Releases, communications and pitch story ideas
- Invite All Media (Writers & Photographers) to all games, special events and community events
- Monitor media coverage of the Gatemen and increase public awareness.
- Develop contact spreadsheet of local, regional and national publications and news outlets
- Work on the organizing and managing events (both virtual and in-person)
- Create content for our social media pages to generate awareness and interact with followers
- Contribute to messaging and branding strategy by researching marketing trends for target markets
- Complete other administrative tasks and special projects for the Gatemen as needed

### **Knowledge, Skills, and Abilities:**

- Creativity encouraged! Video editing, Photoshop, Digital Marketing, etc. skills a plus
- Coursework or direct work experience in creating marketing or outreach materials preferred
- Organized and detail-oriented with the ability to multi-task
- Ability to work as a team member and independently
- Experience, familiarity and comfort with using social media on behalf of a company required
- Prior understanding of baseball is desirable
- Experience in web content management preferred; Efficient in Microsoft Office Suite
- Strong written and verbal communications skills, terrific work ethic, excellent organizational skills and strong interpersonal skills. **(Bilingual in English/Spanish is a plus)**

### **Work Environment and Schedule:**

- Work is normally performed in a field environment. There may be exposure to adverse weather conditions.
- Flexibility in scheduling is required and will involve some evenings, weekends, and holidays.

### **Expectations:**

- Adhere to the Wareham Gatemen organization policies and procedures
- Act as a role model within and outside the Wareham Gatemen organization
- Demonstrate flexible and efficient time management and ability to prioritize workload
- Needs to be generally useful to the Wareham Gatemen organization

**To Apply:** Follow directions on website (<https://gatemen.org/outreach-internship-program/>)