



DIGITAL MARKETING INTERN JOB DESCRIPTION

Position Title: Digital Marketing Intern
Internship Dates: Fall/Winter 2025/26
Hours: 20 hours/week
Pay: College Credit
Reports to: **Senior Marketing Manager**
Location: Colorado Springs, CO,

The major responsibilities of the Digital Marketing Intern include but are not limited to:

- Assisting in creating social media posts/campaigns to help organizational reach.
 - Assist in managing social media calendar.
 - Track and record social media insights.
 - Distribute relevant social media insights as necessary.
 - Maintain social media awareness of USABA channels and affiliate channels.
 - Basic social media graphic creation (Canva).
- Helping with research on social media, digital marketing and content trends and developing new initiatives
- Track and record website analytics.
 - Maintains Analytics Dashboard
- Understanding basic analytics reporting and tracking principles
- Assisting in the creation and distribution of organizational reporting and data analysis projects
- Athlete, partner and donor support duties including support of the USABA Membership programs
- Providing organization-wide administrative and logistical assistance.
- Basic SEO knowledge; experience in Facebook Ads, GoogleAds, and Google Analytics
- Sport80 data entry
- Sport 80 membership tracking:
 - General fundraising and membership renewal engagement.
- Oversee, track, and ship all equipment orders.
- Assist in other area/departments as needed.
- Promotes the USABA brand, and acts in good faith to the organizational mission.

Work Authorization Contingent Upon:

- Successful completion of a favorable NCSI Background Check
- Successful completion of the U.S. Center for SafeSport online training

To submit for this position, please send resume and cover letters to Lance Sarabia at LSarabia@usaba.org.