

## Internship at First Class Gymnastics; Job Title and Description

Job Title: Marketing and Management Associate & Executive Assistant

### Job Description:

- Marketing
  - Aid in managing all social media accounts
  - Creating marketing campaigns
  - Researching demographics
  - Benchmarking competition
  - Developing the best time schedule to schedule posts
    - Most traffic times
    - Most user engagements
    - What users want
  - Email campaigns - weekly, monthly, etc
  - Creating billboard campaigns
- Managing
  - Assisting managers
    - Gym Manager
    - Business / Office Manager
    - Owner
- Other areas
  - Aid in any issues arising running a business
  - Creating two SWOT analyses
    - Before starting (after shadowing for 1 week)
    - One week before end of internship
  - Working one on one with Samantha
  - Attending meetings
    - Coaches
    - Parents
    - Scheduled meetings
  - Business end
    - Finances
    - Budgets
    - Benchmarking other gyms (prices, events, etc)
    - Accounting
    - Creating business strategies
    - Creating policies
  - Events
    - Home competition
    - Jordyn Wieber
    - Ribbon Week
    - Trophy Day
    - Summer Classes and Camps
  - American Advertising Federation
    - Assisting VP of education
    - Creating programs
      - Colleges
      - High Schools

- Researching lists of schools / colleges; point of contacts
- Baseball and Softball
  - Send out invoices
  - Social Media (outlined in Marketing area)

What's Expected:

- Intern and Owner will decide what's the best schedule taking both parties into consideration
- Intern will get a lot of experience and exposure
- This description can change due to other factors