



Kate McAfee
Associate Commissioner
Hockey East Association
11 Chestnut Ave.
Amesbury, MA 01913

Athletic Communications Graduate Internship

The Hockey East Association is seeking qualified and diverse candidates for a graduate internship position that would assist with athletic communications, media relations and digital media for the Association's 10 women's programs and 11 men's programs.

Essential Skills and Qualifications:

- A recent college graduate who is pursuing a career in athletic communications, media relations, social and/or digital media.
- Preference will be given to those with a degree in an applicable major as well as those candidates from a league school
- Significant experience working within a college athletics department
- Excellent verbal, written, organizational and interpersonal communications skills with a preference given to those familiar with AP Style and social media marketing data tracking programs
- Independent time-manager with the ability to manage multiple deadline-driven projects
- Proficient with Microsoft Office Suite, Mac operating systems, Adobe Creative Suite and fluency in social media platform management and best practices
- Interest, exposure and/or experience in graphic design, social media management and marketing, broadcasting, marketing, and web-streaming services
- Able to work extended and varied hours, including evenings and weekends during the college hockey season
- Able to travel to games, tournaments, and conventions

Preferred Qualifications:

- Bachelor's degree in video production, communications, graphic design, marketing or a similar field
- Proficient in Adobe Creative Suite, specifically Premiere, After Effects, Media Encoder and Photoshop
- Experience with video production and creating various types of lengths of videos and GIFs
- Demonstrated ability to work on social media platforms, such as Twitter, Facebook, Instagram and Tik Tok, and create unique ideas and content

Excellent verbal, written, organizational and interpersonal communications skills with a preference given to those familiar with AP Style and social media marketing data

Responsibilities:

- Create and publish season-long content on all Hockey East digital platforms
- Operate Photoshop, InDesign, and/or Premiere Pro to create and maintain graphics for social media platforms





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- Assist in maintaining and publishing content to HockeyEastOnline.com
- Create feature stories, both written and video
- Utilize Adobe CC software to produce promotional graphics, signage, and other materials to promote Hockey East, its members, and athletes
- Edit promo videos and create templates for infographics for a variety of digital platforms
- Develop and oversee on-campus ambassador program, comprised of undergraduates from member institutions
- Assistance with all marketing and promotional initiatives surrounding the league, including developing, creating, and implementing new initiatives
- Assistance with media and public relations, including disseminations of weekly and monthly press releases, polls, mailings, website, etc.
- Based on proficiency, will be given increased freedom to express creativity on material and projects
- General office duties
- Other duties as assigned by Commissioner or Associate Commissioners

Term

- Nine-month appointment requiring a flexible work schedule commencing in early September and concluding at the end of May. \$1,000 per month stipend.

Contact Information

- Interested applicants should submit a cover letter, resume, and list of references to Associate Commissioner Kate McAfee at kmcafee@hockeyeastonline.com.

