



## INTERNSHIP POSITION DESCRIPTION

**Title:** American Volleyball Coaches Association Intern (***Social Media Emphasis***)

**Reports To:** Director of Communications & Chief Strategy, Brand & Innovation Officer

**Classification:** Paid – Hourly; Remote (*In-office opportunities available if desired*)

**Schedule:** ~12 hours/week divided across 3-5 days (*Additional hours may be available*)

The American Volleyball Coaches Association (AVCA), located in Lexington, Kentucky, is seeking a motivated and creative Social Media Intern for the Fall 2026 semester who is passionate about volleyball and interested in gaining hands-on experience in sports social media, digital storytelling, and brand management.

This internship provides the opportunity to help manage and grow AVCA's presence across Instagram, X, Facebook, LinkedIn, and YouTube, supporting the promotion of AVCA education, membership, awards, advocacy, and signature events.

## ESSENTIAL FUNCTIONS

Under the direction and supervision of AVCA staff members, the intern will learn:

### Content Creation & Publishing

- Assist with the creation, scheduling, and publishing of social media content across AVCA platforms
- Support content development aligned with AVCA's core content pillars, including:
  - Education
  - Membership benefits
  - Awards recognition
  - Events and Convention promotion
  - Coach spotlights and testimonials
- Design and format posts using established brand guidelines, templates, and visual standards.
- Clip and repurpose long-form video content into short-form social media videos.

### Community Engagement

- Assist with day-to-day community engagement across AVCA social media platforms.

- Support interaction with relevant and aligned accounts through likes, comments, and content sharing.
- Help identify and amplify timely, relevant volleyball-related content and trends.
- Assist with basic social media monitoring and platform moderation as needed.

### **Event & Onsite Content Support**

- Potential opportunity to attend the AVCA Annual Convention and assist with on-site social media efforts

## **GOALS**

- Provide the intern with meaningful, real-world experience in sports social media strategy and execution.
- Develop skills in content planning, digital communication, brand voice, and audience engagement.
- Offer exposure to managing social media for a national-level sports organization serving the volleyball community.
- Equip the intern with marketable experience for careers in sports marketing, communications, media, or athletics administration.

## **POSITION REQUIREMENTS**

- Strong interest in volleyball, social media, communications, and digital storytelling.
- Ability to follow established brand voice, tone, and content guidelines.
- Strong attention to detail and organizational skills.
- Excellent written communication skills.
- Familiarity with major social media platforms; experience with basic video editing tools is a plus.
- Remote interns must utilize a personal computer for job-related functions.