

SOCIAL MEDIA INTERN

Do you have a true passion for social media, writing, content creation, researching, and data based digital strategy? Are you self-driven, hard-working and able to manage multiple projects with ease, and eager to learn about social media within the fitness community?

Who are we?

YEG Cycle Spin Studio offers an innovative, dynamic, community-based form of group exercise that challenges the standard of indoor cycling. Our team of Motivators and front of house Crew help foster an inclusive, energetic and positive environment that feels like a second home to anyone who comes through the doors. Our mission is to help our Bikergang and studio family live happier, healthier and more connected lives while creating a positive impact on the communities that surround us.

YEG Cycle is looking for a Social Media Intern to work alongside the Head of Creative Design and Regional Content Coordinator to assist with creating, posting and maintaining brand consistency amongst social media platforms. The ideal applicant will possess strong communication skills, a passion for engaging with an audience and a deep understanding of various social channels. The successful candidate will be responsible for contributing to YEG Cycle social channels, monitoring and engaging in community management, performing social media audits. Those looking to gain valuable social media experience with an established fitness organization are encouraged to apply.

RESPONSIBILITIES + COMMITMENT - 10 to 12 HOURS / WEEK

- 4 hr - Monitor engagement on all social platforms: *Instagram, Twitter, Facebook & LinkedIn*
- 2-3 hr - Assist in weekly photoshoots and capture monthly on-site events
- 1.5 hr - Attend weekly company Marketing Creative Meetings
- 1 hr - Executing social stories on a day to day basis
- 1 hr - Assist with weekly blog writing
- 1 hr - Develop weekly analytics report of our social media channels
- 1 hr - Ideate campaigns + contributing ideas based on research

ARE YOU . . .

- > A data-driven, evidenced-based thinker.
- > Willing and able to commit to a minimum of 2 in studio touch-points throughout the week.
- > Available to attend a weekly Marketing + Creative meeting for the duration of an hour.
- > Dedicated to absorbing health and wellness industry material, news, blogs, articles, etc.
- > Polished, professional, mature, committed, fearless, flexible, and socially engaged.
- > A strong, nimble and quality-oriented writer, who can vary his/her style and write engaging copy and post headlines.
- > Able to take criticism and changes in direction with poise and maturity

Able to work independently, but know to communicate and check-in regularly.

- > Self-sufficient and able to solve problems with minimal direction.
- > Able to speak up if he/she sees a question or problem.
- > Eager to learn all social media and digital technology.
- > Time flexible and able to occasionally cover social events on evenings and weekend.

OUR CANDIDATE MUST . . .

- > Be currently enrolled in an accredited college, university or trade school majoring in business, marketing, communication or a related field.
- > Possess a keen interest in and passion for Social Media, Fitness, Photography and/or Videography and Digital Marketing.
- > Demonstrate strong verbal and written communication skills.
- > Be a proven self-starter and ability to balance multiple priorities efficiency.
- > Possess the ability to work independently and in a team environment.

WHAT WE OFFER

College/University practicum credit
Unlimited complimentary spin classes
Mentorship from leaders in social media marketing
Mentorship in design and creative
Portfolio development
An awesome and collaborative work environment
The ability to accommodate a flexible schedule

HOW TO APPLY

Please send a cover letter (a must) with your resume along with 3-5 digital social media samples to piper.goodfellow@yyc-cycle.com. Only relevant candidates will receive a response.

Thank you!