



Flagship Niagara League, Inc.

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Title: Social Media/Digital Marketing Intern on the U.S. Brig *Niagara*

Deadline Application deadline March 15th, 2020

Summary: Join the Flagship Niagara League as a Social Media/Digital Marketing Intern and sail on the Brig *Niagara* during an exciting 2020 Summer Sailing Season. The Brig *Niagara* seeks an intern to become part of the ship's crew and capture the experience of sailing on the ship in words and images. The intern will capture, edit and post content on social media platforms using scheduling tools. The intern will live on the ship and participate in the ship's daily routine including voyaging throughout the Great Lakes. The intern's primary responsibility will be to capture, edit and post content related to the ship's activities. The intern will participate in the activities of the crew as an apprentice when not engaged in their primary duties of collecting and editing content. This is a unique opportunity for a student to sail on the Brig *Niagara* and gain experience building a social media strategy.

Time/Duration: June 2020 – August 2020. The position is live-aboard and will require 40+ hours a week based on the ship's schedule. Option to start before June on a part-time or full-time basis. *Internship is unpaid but includes room and board on the U.S. Brig Niagara.*

Major Responsibilities:

- Work with the ship's Captain and FNL Digital Media Manager to create a social media and content strategy for the summer.
- Manage the ship's social media accounts under the direction of the ship's Captain and FNL Digital Media Manager.
- Capture the daily activities of crew and trainees on the Brig *Niagara* in video, photo and status formats while underway and in port.
- Gather, edit and organize content for use on social media and future use.
- Write and publish content for the ship's website, blog and social media platforms.

Requirements:

- Current student or recent graduate in Arts Admin, Digital Media, Arts, Technology, Communication, Marketing or related major.
- Interest in sailing on the Brig *Niagara* and contributing as part of the ship's crew.
- Adaptable and able to live in a dynamic and diverse ship community.
- A self-starter, reliable, ability to work as part of a team and independently.
- Experience with video/photo equipment, social media platforms and digital editing.
- Willingness and eagerness to learn cloud-based software systems and communication tools.
- Strong narrative and copy writing skills
- Interest in building a portfolio and/or resume with exciting unique content.
- Applicant must have a valid US Passport and be able to pass a physical and background check.

About the US Brig Niagara:

The U.S. Brig *Niagara* is owned by the Commonwealth of Pennsylvania, operated by the Flagship Niagara League and is the Flagship of the Commonwealth of Pennsylvania. The Brig *Niagara* is a 198' USCG inspected Sailing School Vessel operated out of Erie, PA. In 2020 the Brig *Niagara* will serve as a platform for two-week Sail Training Programs for High School, College and Adults trainees.

Apply by resume and cover letter to greatlakesthemesemester@umich.edu