



Nashville Superspeedway

JOB TITLE: **Social and Digital Media Intern** *(multiple positions available)*
DIVISION: **Marketing & Communications**
LOCATION: **Nashville Metro (Lebanon, TN)**

Nashville Superspeedway, an elite venue within the Speedway Motorsports portfolio, is seeking current college students who are looking to gain internship experience working in social and digital media within the sports and entertainment industry.

Responsibilities:

- Work with the internal marketing, communications and creative teams to develop engaging digital/social media content from concept to completion with the opportunity to own and execute original content
- Contribute to daily collaborative ideation and execution on social specific programming
- Monitor activity on social platforms in the sports space, focusing on NASCAR and current trends
- Monitor social media posts/comments, replies, etc. on a regular basis to understand consumer feedback, complaints and issues, communicating information quickly to appropriate staff in order to respond in a timely manner
- Help to identify social media influencers within the motorsport industry, Nashville area, etc.
- Assist Manager of #Content & Digital Strategy at track and/or community events by taking photos, capturing video, posting content, etc.
- Assist with the reporting and analysis of social and website metrics

Basic Qualifications:

- Possesses a strong understanding of social platforms (Facebook, Twitter, Instagram, TikTok) and a thirst for staying on top of the latest trends
- Knowledge and understanding of sports and entertainment (media) landscapes, pop culture, etc.
- Strong writing and copyediting skills in addition to creative thinking
- Experience with photography and videography
- Experience with Adobe Creative Suite (Photoshop, Premiere Pro, AfterEffects)
- Strong communication skills, both verbally and in written form
- Ability to take direction and work independently
- Ability to work irregular hours including nights and weekends as needed

Prefer Qualifications:

- Knowledge of, and passion for, NASCAR and its history
- Familiarity of Nashville and Middle Tennessee a plus

Interns will have the ability to play an integral, hands-on role in the growth and enhancement of the Nashville Superspeedway brand in preparation for its annual NASCAR Cup, Xfinity and Truck Series races every June and throughout the year.

The internship is available in exchange for class credit. Interested persons should email resume and letter of interest to: jobs@nashvillesuperspeedway.com with the subject line "Social and Digital Media Intern."