

# WE ARE ONE TEAM

Promoting Social Justice through Sport at BGSU



## Internship (On-Campus) – Fall Semester 2016: Social Media Communication

### WHO WE ARE

**WE ARE ONE TEAM (WA1T)** is an umbrella initiative for multiple projects that promote social justice through sport at BGSU, including but not limited to projects addressing stereotypes, gender equality, LGBTQ issues, body image, disability, racism, and bullying.

The initiative uses sport as a forum to create a dialogue and to promote friendship between stereotyped groups on campus, including but not limited to BGSU Athletics, minority groups, faculty and administration, and the general student body. Through the power of sport, **WE ARE ONE TEAM (WA1T)** aims to strengthen the sense of community at BGSU by creating awareness of social injustice and by facilitating an environment that values inclusion, diversity, and tolerance. As a university-wide movement, **WE ARE ONE TEAM (WA1T)** represents a strong group of advocates for positive social change who are united by their mutual love and passion for sports. Since its launch in the fall of 2015, more than 15 offices, departments, schools, and student groups have joined the **WE ARE ONE TEAM (WA1T)** initiative at BGSU.

**WE ARE ONE TEAM (WA1T)** is a first-of-its-kind initiative in the United States. In its first year on campus, **WE ARE ONE TEAM (WA1T)** has organized three panel discussions and a speaker event focusing on social justice issues in sport, has created a social media photo campaign for people to take a stand against injustice and discrimination, has launched the WA1T Sporting Day series bringing together two of the most isolated groups on campus (student-athletes and international students), and has held its inaugural WA1T Team 5K Walk/Run attracting more than 200 BGSU community members.

## **JOB DESCRIPTION & PRIMARY RESPONSIBILITIES**

**WE ARE ONE TEAM (WA1T)** is looking for a Social Media Communication intern to join our team for the 2016 fall semester! Our fast-growing initiative is continuously seeking new ways to increase our exposure and create awareness in the BGSU and Bowling Green communities.

The Social Media Communication intern will work closely with WA1T leadership to help create high-quality communication materials and develop innovative strategies to contribute to the success of **WE ARE ONE TEAM (WA1T)** at BGSU. The primary responsibilities for this internship are:

- Develop and maintain a social media plan for the 2016-2017 academic year
- Develop promotional materials to be shared via our social media accounts
- Manage our social media photo campaign (contact potential campaign members, write & assign campaign statements, organize photo shoots, etc.)
- Create and schedule posts for WA1T projects/programming on social media
- Assist in designing and creating content for a WA1T website
- Represent WA1T at promotional events (e.g. Campus Fest)
- Attend weekly intern meetings and general member meetings as well as monthly Leadership Board meetings
- Work closely with the PR/Communication intern for our Falcon Funded campaign

## **WHO WOULD BE OUR IDEAL NEW TEAM MEMBER?**

**WE ARE ONE TEAM (WA1T)** is a team of passionate individuals who value diversity, inclusion, and tolerance. All of us are passionate about promoting social justice through sport in the BGSU and Bowling Green communities. We are looking for hard-working students who are dedicated to our organization, who are passionate about what we stand for, and who are constantly looking for new ways to grow and learn.

We value the importance of teamwork, creativity, collaboration, and reliability. If you are someone who has a passion for social justice activism and/or sport, who wants to leave their mark in our community, and who is looking for new ways to develop personally and professionally, then this is the perfect internship opportunity for you!

**Preferred qualifications:**

PR/Communication experience (focus: online), junior/senior class standing, expertise in social media update scheduling, involvement on campus

## **CONTACT:**

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