Brand Ambassador Internship

Blue Ridge Outdoors Magazine (BRO) is the Southeast’s leading regional outdoor publication, focusing on mountain sports, lifestyle, and environmental issues. The magazine reaches over one-quarter million readers each month with distribution from Baltimore through Atlanta.

This unpaid internship is ideal for students with an interest in print and digital media, social media, marketing, and the outdoor lifestyle. Interns’ primary responsibilities include (but are not limited to) attending regional events, contributing to our online editorial sections, and promoting the magazine on campus and beyond. Students will leave the internship with improved writing skills and increased knowledge of brand promotion.

The summer internship lasts from May-August, 2018. The amount of time spent on projects will vary but will average around 3 hours a week.

Responsibilities

- **Blogging**- material and direction to be decided by staff
  500-750 word minimum.
  1 per month (at least)
  $25 per published blog post
  Publication based on needs of digital publisher

- **Events**- TBD
  Presence at BRO branded events in your area
  Promoting the BRO brand and answering questions about the magazine
  Optional BRO sponsored meetup to be held on campus

- **Distribution**- making sure the magazine is visible on campus
  Put copies of the magazine in public places across the campus

- **Brand Promotion**
  Use personal social media handles to promote BRO
  Distribute stickers and other merchandise around campus to promote brand

- **Meetings**
  Participate in monthly video conferences with intern team
  Participate in one-on-one feedback sessions with Travel Editor
Interested candidates should email resume and writing sample to Kaity
kvance@blueridgeoutdoors.com