



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

BLUE RIDGE
outdoors
go outside and play.

*Interested candidates should email resume and writing sample to Kaity
kvance@blueridgeoutdoors.com*