



Winter Social Media Marketing Internship

Who We Are: At the National Ability Center, we're all about creating life-changing experiences in the great outdoors. Our programs empower individuals with disabilities through adaptive recreation, and we're looking for an intern who shares our passion for adventure, inclusivity, and storytelling.

Internship Summary: As the Social Media Marketing Intern for the winter season, you'll get to learn the ins and outs of social media marketing while helping tell the story of our #AdaptiveNation community. You'll play an important role in sharing the excitement and impact of our adaptive programs by learning how to drive traffic and awareness to the National Ability Center's website and social media platforms.

This internship is designed with you in mind. We'll tailor your responsibilities based on your interests. You'll work closely with our marketing team and gain hands-on experience working for a fast-paced, impactful, nonprofit marketing operation.

Location: National Ability Center (1000 Ability Way, Park City, UT) & the McGrath Mountain Center (1431 Lowell Ave, Park City, UT).

Supervisor: Digital Content Specialist

Responsibilities

- Capture photo and video content from our winter programs for social media. Programs include adaptive skiing/snowboarding, snowshoeing, fat tire biking, Nordic skiing, indoor climbing, and more.
- Learn best practices in curating and editing digital content, writing copy optimized for social media, and posting content across all National Ability Center social channels.
- Collaborate with the marketing team and attend all required meetings and strategy sessions as requested.
- Opportunity to assist in a variety of marketing tasks, such as creating digital and print collateral (flyers, social media graphics), curating images, and contributing to outreach initiatives.
- Act as a representative of the National Ability Center by following our core mission and values in and outside of the organization.

Qualifications

- A passion for storytelling and an understanding of social media trends, content creation, and best practices on TikTok, Instagram, Facebook, YouTube, X, and Threads.
- Ability to ski or snowboard on blue terrain at an intermediate level required.
- Basic photography and video production skills are preferred, but more importantly, you're eager to learn.
- Strong attention to detail, a growth mindset, and the ability to incorporate creative criticism into your work.

- Commitment to fostering a positive, collaborative environment.
- You are either experienced or open to learning how to support individuals with disabilities of all ages.
- You have a valid driver’s license and can pass a Utah State background check.

Benefits: This internship offers valuable, hands-on experience in social media marketing for an organization leading the adaptive recreation industry. You will learn how to effectively promote the NAC brand, adaptive programs, fundraising efforts, events, and community outreach. Whether you’re capturing impactful moments on the slopes or contributing to our digital campaigns, you’ll have the opportunity to grow both creatively and professionally.

In addition to gaining practical skills in content creation and marketing strategy, interns will also receive access to ski or snowboard at Park City Mountain Resort for their internship tasks.

Course credit may be available, depending on your academic program. Interns are also eligible for reimbursement:

- **Part-time (10-29 hours per week):** \$250 monthly, for up to three payments.
- **Full-time (30-45 hours per week):** \$500 monthly, for up to three payments.

Why This Internship Matters: This is more than just a traditional internship; it’s an opportunity to learn by doing, build professional skills, and contribute to a mission-driven organization making an impact. You will leave this experience with new technical and creative skills and a deeper understanding of adaptive recreation programs for people of all abilities.

Intern Signature: _____

Date: _____