

INTERNSHIP OPPORTUNITY

Marketing, Social Media, & Public Relations Intern

Beyond Monumental

www.beyondmonumental.org

Beyond Monumental is seeking a dedicated college student searching for a unique spring and summer semester internship experience in marketing as the fields relate to sport, events, and not-for-profit management.

We are looking for a Marketing Intern to assist with the continued development and growth of our annual events (the Indianapolis 5K & Monumental Mile, Indy Half Marathon at Fort Ben, and the CNO Financial Indianapolis Monumental Marathon) and gain experience with marketing projects before, during, and after our events. The Marketing Intern will assist with digital marketing efforts, social media planning, internal communications, press releases, customer service communications, and other responsibilities assigned.

Responsibilities:

- **Assist with email marketing and other digital campaigns** – help draft newsletters, prepare marketing campaigns, segment audiences, and track performance metrics (open rates, click rates, etc.)
 - Contribute to campaign planning – research trends, competitors, or audience insights to inform future marketing strategies
- **Support content creation for digital and print** – design or proof creative assets (social posts, digital ads, postcards, event items) in line with brand guidelines.
- **Help manage social channels** – draft captions, source visuals (photos, graphics, videos), and schedule posts across Instagram, Facebook, LinkedIn, and X.
 - Lead event social coverage on the Indianapolis 5K & Monumental Mile race day.
- **Assist in paid social campaigns** – help organize and suggest ad creative, copy, and targeting lists
- **Track and report engagement metrics** – monitor post-performance and audience growth to identify content opportunities.
- **Draft or proof press materials** – contribute to press releases, story pitches, and media advisories
- **Support media tracking and outreach** – update contact lists, log media coverage, and organize press materials.
- **Assist with video/photos shoots and event shooting** – help with shot lists, day-of coordination, and content organization post-event
- **Other duties as assigned.**

Requirements:

All eligible applicants must currently be enrolled in an undergraduate or graduate program with a minimum of 60 hours of course work completed before the start of the 2026 spring semester. Excellent oral and written communication skills; ability to manage several projects simultaneously; proficient in Microsoft Office; and a dedicated, energetic work ethic are required for the position. The ideal candidate is a self-starter, prepared to handle a wide range of duties on event weekend and all related preparations. Interns must be prepared to perform physical labor, able to lift 50 pounds, work outside regardless of weather conditions and be able to provide their own transportation and computer.

Location:

The internship will take place in a hybrid setting, both in-person with the Beyond Monumental staff and remotely. “Field Work” at Beyond Monumental will take place at various locations in Indianapolis.

Time Commitment & Compensation:

- Candidates are expected to commit 15 to 20+ hours per week starting in March or April through mid- to end of August 2026.
- On-site participation at the following event is required:
 - Indianapolis 5K & Monumental Mile (June 20, 2026)
- Beyond Monumental realizes that candidates may have additional school and job constraints; these conflicts will be addressed on a case-by-case basis.

- Students will have some flexibility in setting their work schedules.
- This is a paid, hourly position; students are also eligible for course credit (pre-approve with university representative and Beyond Monumental).

Application Process: To apply, please submit cover letter and resume via email careers@beyondmonumental.org.