



Position Description: Intern/Co-Op Student

(Updated February 2019)

The Thomas Eakins Head of the Schuylkill Regatta (HOSR) is a 501(c)3 organization that produces the largest and most inclusive regatta in Philadelphia and the third largest regatta in the country. Started 48 years ago by three members of University Barge Club, the regatta continues to offer rowers of all ages and skill levels a competitive and fun regatta experience against the beautiful backdrop of Philadelphia. The HOSR is managed year-round by an Executive Board and Executive Director, and a core of over 40 volunteer “Captains”; an additional 250 volunteers staff regatta weekend.

In 2018, the HOSR welcomed more than 8,000 competitors and 25,000 – 30,000 spectators. The inclusion of the prestigious Gold Cup and US Lotman Challenge events, the growth of the regatta, and its expansion into a ‘Fall Festival’ have prompted the need for a qualified and committed intern and/or co-op student to assist with important marketing (sponsor, vendor), social media, and operational responsibilities and to be an integral part of the planning and implementation team.

Key job responsibilities could comprise:

Marketing/Communications:

- Assist with 2019 marketing plan and materials.
- Identify and contact schools, colleges and clubs for participation in the Regatta using developed lists and entries from other regattas (ie. Hooch, Dad Vail, Stotesbury, Charles, Masters Nationals). Priority: marketing to college, international and masters’ teams.
- Work with marketing committee to determine messages; generate and distribute frequent and newsworthy press releases and news announcements. News announcements to be posted to HOSR website with links posted to social media feeds.
- Responsible for format and distribution of at least monthly email blasts to 11,000+ contacts. Organize, cross-reference, and maintain database lists for competitors, sponsors, vendors, media, city departments, volunteers.
- Distribute flyers at local regattas as determined beneficial.
- Frequent social media posts in accordance with Social Media Plan, leading to regatta deadlines/regatta weekend.
- Assist with distributing appropriate information to local listings and blogs, and PSA’s to local TV and radio.
- Determine how to best to showcase Sponsors and Vendors on social media.
- Coordinate messaging between marketing and all Captains.



- Research and write human interest stories from teams, competitors and volunteers, for Announcers Binder, social media feed, press releases.
- Collect, catalog, and organize library of photographs by year and date/event for ease in use.
- Review website periodically for consistency and out of date materials. Make design and content suggestions.

Sponsorship/Vendors/Partners:

- Assist with review and update of sponsor materials.
- Help prospect for potential sponsors, 'thinking outside the box'.
- Maintain database of Sponsors/Vendors and assist with materials for mailing.
- Ensure sponsor visibility on all Regatta outlets as outlined in sponsor level package.
- Coordinate and relay Sponsor/Vendor messaging in relation to HOSR partnership on social media.
- Coordinate with Vendor Chair to assist in identifying and contacting potential vendors.
- Ensure proper Vendor presence on facebook page, email blasts, website, etc.

Operations/Volunteer Management:

- Record and draft meetings minutes as requested by Directors.
- Assist Directors with special projects.
- Assist Volunteer and Hospitality Chairs with volunteer events and communications.
- Update the Announcer's Binder (deadline of one week prior to regatta weekend).
- Assist Quartermaster with inventory of supplies and distribution to Captains.

Regatta Weekend Operations:

- Assist with pre-regatta preparations on October 24 & 25. Assist both days regatta weekend, October 26 and 27. Assist with regatta breakdown on October 28. Be available to work with Vendor, Social Media, Festival Tent Captains, media and photographers, announcers, VIPs, and other areas as priorities dictate.
- Manage a group of at least 5 social media volunteers throughout the weekend; provide a clear list of responsibilities to the volunteers to execute.
- Take and post/tag pictures of all competitor groups throughout the weekend.
- Update Facebook, Instagram, and Twitter feeds regularly with race day events, final results, team/club fun facts, and video bios on athletes. Include videos/pictures taken by volunteer corps. Coordinate social media messages with race announcers, Captains, and Directors.
- Assist with all post-regatta follow up activities including but not limited to: news announcements, competitor surveys, medal distribution/ mailing, point trophy update, and cataloging photographs.

Qualifications:

- Ability to become an integral member of the 2019 Regatta Organizing Committee and attend all scheduled meetings. Attend additional committee meetings as can when requested.
- Excellent communication/writing skills.
- Good interpersonal skills, strong work ethic and initiative.
- Proficiency in using social media (FB, Twitter, Instagram) platforms, Gmail and Google docs, Excel databases. Mail Chimp and website design experience helpful, but not necessary.
- Ability to research ideas, present in clear manner, and identify action steps for implementation.



- Proven ability to follow through with tasks.
- Commitment to and enthusiasm for job at hand.
- Desire to learn while doing and to contribute to organization with creativity.
- Ability to work on own and in team environment.
- Adaptable to environment, audience and changing priorities.
- First hand knowledge of the sport of rowing and regattas.

This is a year-round position (flexible start/end dates) with potential for a second year.

If you have any questions about the position description, please do not hesitate to contact Jennifer Wesson, Executive Director, at 609.634.4611 or jenwesson@hosr.org.