Social Media & Community Marketing Intern

CDA Fit | Coeur d'Alene, ID

About the organization

CDA Tri Team is a Coeur d'Alene-based endurance community that brings together triathletes of all experience levels for training, education, racing, and social connection. CDA Fit is our broader nonprofit active-living community, helping people connect through activities such as running, cycling, swimming, hiking, paddling, strength training, snowshoeing, and more.

Mission

To inspire lifelong health by creating an inclusive endurance sports and active-living community where people of every age, background, and ability are welcomed, encouraged, and empowered to reach their full potential.

About the opportunity

We are looking for a creative student intern to help grow CDA Fit, increase community awareness, and encourage more people to participate. The internship will focus on two primary goals:

- Recruit more activity leaders who are willing to organize or host hikes, rides, runs, walks, paddles, strength sessions, clinics, social events, and other activities.
- Increase members and participation by promoting activities in a way that feels fun, welcoming, and accessible.

Internship focus

The student would work with CDA Fit leadership to:

- Create and manage social media content.
- Promote upcoming activities and events.
- Develop photos, videos, reels, stories, and member highlights.
- Help recruit activity leaders, community partners, and volunteers.
- Create simple promotional campaigns to attract new members.
- Help grow our social media and email audiences.
- Develop ideas to improve engagement and participation.
- Track which content and promotions are most effective.
- Help strengthen a consistent CDA Fit brand and voice.

Ideal student

A good fit for a student interested in marketing, social media, communications, public relations, graphic design, photography/video, event promotion, or nonprofit/community engagement. We are looking for someone who is creative, comfortable communicating with people, and interested in helping build an active and welcoming community.

Project goal

By the end of the internship, we hope to have:

- A stronger and more consistent social media presence.
- Greater awareness of CDA Fit.
- More activity leaders and community partners.
- Increased membership and participation in CDA Fit activities.
- A simple marketing strategy that can continue after the internship.

Details

- Duration: 6-8 weeks.
- Hours: 6-8 hours a week.
- Location: Remote.