



**Harley-Davidson**

*We fulfill dreams of personal freedom.*

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## #FindYourFreedom Internship

### **INTERNSHIP DESCRIPTION**

Do you hate the idea of interning for 40 hours a week in a cube lit by fluorescent lights? Do you want to grab life by the handlebars and take on the world? Then this is the summer job for you.

This 12-week internship is designed to give you hands-on experience in integrated marketing communications. We'll teach you to ride, give you a bike\* and pay you to discover motorcycle culture while you find your freedom on the open road. And at the end of it all, you'll get to keep a bike\*. Yep, you read that right. It's yours.

Through content you create, you will be helping us fulfill our mission to grow the sport of motorcycling.

So, go ahead, show us what FREEDOM means to you right now – You can make a video, write an essay, create a photo collage, whatever you want. Get creative and show us what you got and send it to: "[FreedomInternship@Harley-Davidson.com](mailto:FreedomInternship@Harley-Davidson.com)" (for larger files, please send a link to your content).

**\*Conditioned upon passing H-D Riding Academy course and obtaining a motorcycle endorsement within a H-D specified time period**

### **ASSIGNMENT SUMMARY**

We are looking for a passionate social media enthusiast willing to commit their talents to Harley-Davidson, reporting to Harley-Davidson's marketing team. Throughout the summer you will take part in Harley-Davidson events, motorcycle culture and share your experiences on social media. This position requires someone with an ability to create content on the fly, is creative and enjoys working with other social media influencers. The ideal candidate has an innate sense for how to

tell a story on social platforms, the creative chops to take exciting photos and make fun videos and content for Instagram, Snapchat, Twitter and Facebook.

The ideal candidate would also find it second nature to engage with their audience online, managing community discussions and responding to comments and questions from followers and fans.

### **RESPONSIBILITIES:**

- The summer, you will get a crash course in marketing at the corporate headquarters in Milwaukee, then apply your skills out on the open road.
- If you know how to ride, cool. If don't know how to ride yet, we'll get you set up at a local Harley-Davidson Riding Academy course.
- On the road, you'll attend Harley-Davidson events, meetings and identify other opportunities, as needed.
- As a Harley-Davidson digital content creator you will chronicle your summer on social media: post videos, share pics, Snapchat, etc.
- Recruit more people to get into the sport of motorcycling, just like you did. We will supply you with Riding Academy vouchers.
- Represent the company as a brand enthusiast.
- This is a full time commitment. Selected candidates will enter into a specialized services agreement with the Harley-Davidson Motor Company to perform services as independent contractors throughout the term of the internship.

### **EDUCATION REQUIREMENTS**

- Junior and senior level college students (or equivalent) or recent graduates looking to pursue a career in social media. Must be 18 years or older.

### **PREFERRED EXPERIENCE**

Have sharp written and verbal communication skills. Be able to connect, communicate and collaborate with H-D employees, dealers, H-D Executives, and most importantly, other riders. People will want to talk to you about this experience and we want you to be excited to tell them about it.

- Show an aptitude for communicating and supporting key brand/product messages in relevant, engaging and authentic ways throughout the social media content you develop
- Know your social media. Make sure you know what's happening every day.
- Generate, edit, publish and share content that builds meaningful connections and encourages community members to take action.
- Be strong with follow-through and able to work independently.

- We want you to be involved in campus life and connected with that world.
- Problems should be no problem! We want someone who will rise the occasion, work to collaborate and help creatively solve whatever comes down the road.
- Possess professional awareness, someone who knows the difference between being the face of the company and their own individual online personality — can clearly navigate the difference between the two
- Have the ability and capacity to travel to events, off-site meetings, dealerships, etc.

**COMPETENCIES:**

At Harley-Davidson it is not just about the degree you have or what you know. You must also exhibit and demonstrate our valued behaviors in everything you do:

- Be accountable
- Model Integrity
- Value Individuality and Diversity
- Inspire Teamwork
- Encourage Creativity