



## **MARKETING INTERNSHIP**

### **Primary Responsibilities**

- Assist Marketing Manager with promotional item organization and distribution.
- Prepare materials for sales and marketing events; assist with organizing and executing season ticket holder events and promotions including season ticket holder parties, bus trips, open practice and chalk talks.
- Assist with planning grassroots marketing initiatives such as High School Team of the Week Program, Basketball Tournaments, Street Team activation, Social Networking, etc.
- Update Media Calendar and track media buy throughout the season.
- Maintain team's microsite throughout the season by writing blogs, updating events calendar and other website content.
- Assist with creation of collateral including flyers, signage, posters etc.

### **Secondary Responsibilities (Game days)**

- Assist Game Operations team with in-game competitions and activities.
- Update team's social networking websites during games.
- Assist with pre- and post-game events when necessary.

### **Essential requirements**

- Undergraduate or Graduate student in good academic standing.
- Previous Marketing experience a plus, but not required.
- Team player; excellent communication skills; creative.
- Ability to multi-task; detail-oriented; fast learner.
- Familiarity with Microsoft Word, Excel, Power Point.
- General knowledge of professional sports and women's basketball preferred.

### **How To Apply**

Submit your cover letter and resume to:

Rebecca Hunt  
Marketing Manager  
rhunt@washmystics.com