



Marketing Intern Job Description

Description:

We are looking for a Marketing Intern who has a world-changing attitude! You will have an opportunity to sharpen and apply your marketing, analytical, communications, and organizational skills to assist the Hoops and Christ marketing team!

Does this sound like you?

- Are you naturally curious and enjoy working through ambiguity?
- Are you a team player, while always having a competitive spirit to drive results?
- Is the work mentality of *Glorifying God in all that you do* something you strive for?

The Day-to-Day:

- Assist in campaign management starting with the campaign brief and end with the campaign analysis.
- Support partnership presentations by helping assemble quotations, proposals, videos, slide shows, demonstration and training services booklets.
- Help manage and update marketing roadmaps
- Regularly assist in updating Hoops and Christ website(s) and Social Marketing Platforms.
- Maintain email marketing campaigns by checking and replenishing email lists and content.
- Update job and career knowledge by participating in educational opportunities.
- Analyze data and provided updates to different parts of the business and leaders to help provide actionable insights.
- Bring new ideas to the Marketing team that will assist in brand growth.
- Effectively communicate with all staff and external audiences

Job Type: Internship

- Attend Hoops and Christ outreach events and functions to drive organization awareness and personal spiritual development.
- Assist marketing team in design and produce content for posting on social media sites and digital advertisements.
- Organize, audit, and manage all new multimedia content.
- Work to understand current and potential markets, and assist in the development of strategic marketing plans.
- Support and articulate the Hoops and Christ mission statement.
- Be a vocal advocate for Hoops and Christ in the basketball community.

What experience and skills do I need?

- Strong verbal and written communication skills and interpersonal skills
- Demonstrated organizational and project management skills and ability to work independently with minimal direction
- College student pursuing a Bachelor's or master's degree in a business, marketing, mass communications or similar field
- Basketball experience a plus
- Experience with Microsoft Office (word, excel, powerpoint, etc.). Experience using salesforce

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Approvals:

Supervisor

Date

I acknowledge that I have received and read this job description.

Employee Name (Print)

Signature

Date
