

Fall 2021 Partnerships Intern @ The Sports Marketer

The Partnerships Intern will report directly to The Sports Marketer's executive team. This role will provide an opportunity for someone to take part in both laying the groundwork *and* participating in the sales process at a sponsorship consulting agency entering a sharp period of growth.

Responsibilities

- Assist in research/prospecting, data collection, content creation, building proposals.
- Make outreach to new prospects and help execute on existing & new partnerships.
- Willing to be flexible and open to learning on the job.
- Helping maintain sales funnel by working in SponsorUnited, ZoomInfo, HubSpot, & more.

Eligibility

- Students currently pursuing graduate Master's degree in Sports Management/ Administration, Marketing, or other related fields at a U.S-based university
- Eligible to receive Academic Credit from Academic Institution
- Prior experience or knowledge of working with brands in the sports/entertainment preferred
- All candidates must be available during the relevant semester and be able to work up to 10-20 hours per week (100% remote).

About The Sports Marketer

The Sports Marketer is, at it's core, two very different, but very important, things:

A - We are a knowledge-base that exists for BRANDS who are currently or potentially considering utilizing sports or music as a marketing medium.

B - Utilizing Recreational Sports Leagues from across the US, we are a direct pipeline to the influencers within the most sought after demographic... the 18-40 yr old.

Using data driven metrics with real world, relevant creativity and current marketing platforms, TSM provides the expertise, information, interpretation and execution that will drive brand sentiment, perception and sales.

