



Marketing & Sponsor Services Internship – Wareham Gatemen (Wareham, MA)

The Wareham Gatemen Organization seeks a highly motivated, energetic, and talented individual to fill our Marketing & Sponsor Services Internship. This position is ideal for a student of Marketing interested in contributing actively to the creative and strategic development of a marketing and communications campaign. Applicants for this position should be media-savvy and have strong communications skills and demonstrated creativity. This candidate will work directly with the Marketing Director to collaborate on the 2020 marketing strategy. Schedule of weekly working hours determined in advance.

Internship runs from date of hire (remote responsibilities) through end of season, including playoffs. Possibility for a part time employment. **Reports To:** Marketing Director

Essential Duties and Responsibilities:

- Must attend all Gatemen marketing events and home games including any pre and post season games.
- Special Project: Develop tracking spreadsheet of all past/present sponsors detailing biographical information, contact information, sponsor strategy / expectations, sponsorship levels and monetary figures.
- Assist in ensuring adherence to sponsor contract provisions, including execution of promotions and planning/execution of special events, which includes game day responsibilities; act as a sponsor contact responding and fulfilling any request made by the sponsor; maintain records for all sponsor activities, tasks and accomplishments.
- Implement strategy to obtain donations and prizes to support game day raffles.
- Identify and contact potential corporate and individual sponsors and donors.
- Create promotional and marketing information to be given to potential sponsors and donors.
- Organize and maintain accurate inventory database for all giveaway item
- Coordinate and write materials for sponsor and donation acknowledgements
- Organize and maintain accurate inventory database for all “Live” In-game Ads and mentions for Sponsors
- Ensure Announcer has all “Live” In-game announcements and Sponsors Ads and mentions
- Assist with event planning, set-up and production for all marketing events
- Complete research to help develop and plan the following year’s promotional calendar
- Other administrative duties as assigned by the Marketing department

Knowledge, Skills, and Abilities:

- Superior communication skills
- Coursework or direct work experience in marketing required.
- Prior experience planning events either virtual or in-person
- Organized and detail-oriented with the ability to multi-task
- Ability to work as a team member and independently
- Creativity and comfort in an innovative role desired
- Experience, familiarity and comfort with using social media on behalf of a company required
- Prior understanding of baseball is desirable
- Experience in web content management preferred; Efficient in Microsoft Office Suite

Work Environment and Schedule:

- Work normally performed in a field environment and there may be exposure to adverse weather conditions.
- Flexibility in scheduling is required and will involve some evenings, weekends, and holidays.
- Must be able to work all Gatemen home games.

Expectations:

- Adhere to the Wareham Gatemen organization policies and procedures
- Act as a role model within and outside the Wareham Gatemen organization
- Demonstrate flexible and efficient time management and ability to prioritize workload
- Needs to be generally useful to the Wareham Gatemen organization

To Apply: Follow directions on website. Please provide examples of your work with application.