



## Sports Marketing | 7 Month Internship Spring & Summer

January – July 31 (starting and ending dates negotiable)

- Part-time from January – mid-May (15-20 hrs/week)
- Full-time mid-May – July 31 (40 hours per week)

**Who:** Students majoring in sport marketing, business marketing, communications or related field. All college levels are welcome to apply but juniors and seniors who need internship credit to graduate are strongly encouraged to apply.

**Qualifications:** Must be organized and detailed oriented. Must have skills with Adobe InDesign, Illustrator and Photoshop. Must be a team player and work well with others.

**Job Description:** The internship will focus on Sports and Event Marketing. Intern will assist in marketing the Winter Iowa Games, Senior Games events, Live Healthy Iowa and Summer Iowa Games. Duties will include but not limited to:

- Marketing and promoting programs, events, and challenges
- Website updates
- Graphic Design/Publications
- E-mail marketing
- Writing press releases
- Photo/videography
- Social media marketing

**Why the Iowa Games:** The internship will give you the opportunity to learn a great deal about not-for-profit entities. You will work with a dedicated staff and see the insights of sport and event management and marketing. The 2022 7- month Summer Internship will be unlike any other internship as interns will be provided the opportunity to work hands-on with a National event. The Iowa Games will be hosting the 2022 State Games of America that will bring in participants from all around the country. For more information regarding the State Games of America, please visit <https://www.stategamesofamerica.com/>

**Hours:** From January – mid-May the internship will be part-time; averaging 25 hours per week. The internship will move to full-time starting mid-May – July. Typical office hours for interns will be Monday – Friday, 9:00am – 3:00pm. There will be required attendance at weekend events and occasional late hours as activities dictate. The Sports Marketing Intern will be given time off during the 7 month internship including their college scheduled spring break week and time in early May. Applicants not living within proximity to Ames have the ability to work remotely for the first part of the internship. Interns will be expected to be in-person and in the office for the remainder of the internship. Depending on your location, interns will likely be expected to attend winter / spring events to provide the Marketing Director with assistance. \*\*specific dates will be discussed in further detail upon accepting a position.

### Other Perks:

Monthly paid stipend

Fitness membership to the recreation centers on the campus of Iowa State University

Opportunity to work with large scale events (Iowa Senior Games & State Games of America)

Have fun while building your resume

Meet new people



**Deadline:** December 1, 2021

**How to apply:**

Email a resume, cover letter and contact information for three references. Please indicate which internship and semester you are applying for in the subject line of your email.

**Submit to:**

Sarah Walljasper, Assistant Director of Health & Wellness Initiatives

[Sarah.walljasper@iowasportsfoundation.org](mailto:Sarah.walljasper@iowasportsfoundation.org)

888.777.8881 x 710