



MARKETING

Department: Sales & Marketing

Full / PT Time: 15 – 30 Hours

Supervisor: Marketing Manager | GM

Location: Essex County

SUMMARY:

The Marketing Intern will learn from our marketing professionals to prospect, pitch, close and maintain excellent client relations. The intern will gain hands-on experience in professional sports marketing and business development. The Marketing Intern is responsible for assisting the department with locating leads and obtaining sponsorships and sales revenue.

ESSENTIAL FUNCTIONS:

- Prospect and contact local Companies, Malls, and Vendors regarding advertising opportunities.
- Obtain sponsorship/advertisement revenue for the Spartan media outlets. (print, online, video, etc)
- Respond to any inquiries and process any sponsorship/advertising request quickly and accurately.
- Promote and sell tickets for games and special events as well as Spartan merchandise.
- Maintain account data (contacts, requests, etc).
- Conduct research for marketing strategies.
- Offer outstanding customer service and ensure client satisfaction.
- Mail all sponsorship/advertising related materials: Sales Collateral, Invoices, Tickets, Promotions, etc.
- Type letters, memos and any other sales related documents.
- Follow up with clients after orders have been processed with Thank You Letter and Survey.
- Aid in the creation/organization of various fundraising events and campaigns.
- Event Assistance – It is mandatory that Interns be available to help with any events occurring during the Internship (i.e. games, fundraisers, promotions and other special events hosted by the Spartans)
- Assist with entrance, tickets and merchandise sales during home games.
- Provide assistance to the rest of the management staff members as requested, when needed.
- Perform other duties and responsibilities as assigned by the Marketing or General Manager.

EXPECTATIONS:

- Abide by the Rules & Regulations established by the New Jersey Spartans Organization.
- Project a professional image in all interactions with customers and fellow Spartan Associates.
- Arrive on time and perform your duties based upon your scheduled hours.
- Represent the New Jersey Spartans and the football program with pride and respect at all times.

QUALIFICATIONS & SKILLS:

- Ability to market and promote the organization
- Able to identify the benefits and features of advertising within the NJ Spartans Organization.
- Professional Verbal and Written Communication Skills
- Excellent Presentation Skills
- Typing Skills

EDUCATION | EXPERIENCE REQUIREMENTS:

- High School Diploma
- Some College with Marketing / Finance / Accounting / Business Courses
- Sales Experience – Great!

“RETURN TO GLORY”

478 Union Avenue, Belleville, NJ 07109 | 973- SPARTAN | WWW.NJSPARTANS.COM

Internship