



## **Intern, Digital Content & Social Media – Sports Business Solutions, LLC**

### **COMPANY SUMMARY**

Sports Business Solutions is a boutique sports consulting firm based in Phoenix, AZ that specializes in training, career services, consulting, and recruiting for sports teams and career coaching for job seekers. Launched in 2014, the mission of SBS is to help people achieve success in sports business. With nearly 70 sports team clients across all major leagues including the NFL, NBA, MLB and others, SBS has quickly become a household name in sports business consulting. The company only has five employees and one intern, so we're looking for someone who's a hard worker that's ready to contribute to a rapidly growing company.

### **POSITION SUMMARY**

This Digital Content & Social Media internship is designed to be a true learning experience by providing the intern firsthand sports industry experience dealing with industry personnel and professional teams and brands. The internship is unpaid, but offers the ability to work remotely, flexible hours, and a unique learning experience in the sports industry. This will be a very hands-on position with important company responsibilities delegated to the intern. Expected time commitment is should be 5-10 hours per week. \*Students are eligible to receive school credit if they wish\*

This position will be responsible for assisting with the management of Sports Business Solutions' social media accounts, coordinating content delivery and potentially writing content to increase client engagement. The intern will be a true member of the SBS family with the potential ability to join as a full-time member of the crew down the road.

### **INTERNSHIP OVERVIEW:**

**Candidate will learn and then assist with the job responsibilities outlined below.**

- Execute social media strategy through management of official social media accounts
- Grow the following, engagement, and reach of all social media accounts
- Update weekly tracker that includes follower and post numbers
- Monitor followers and identify ways to increase participation and feedback
- Analyze data and analytics in an effort to build more engaging content
- Coordinate written, video, and photo content and distribution across all platforms
- Monitor digital content performance
- Occasional website content creation
- Assist in the conception and execution of digital marketing campaigns to maximize outreach
- Assist with digital analytics and reporting projects
- Infographic development
- Occasional photography and graphic design

### **QUALIFICATIONS:**

- Must be a current student pursuing an undergraduate or graduate degree from an accredited university
- Must be enrolled in school internship/externship program and be eligible to receive school credit
- Previous experience managing professional social media accounts preferred
- Journalism and/or graphic design background preferred
- Knowledgeable about the latest technology and social media trends and tools is a must
- Desire to work in sports business post-graduation
- Strong interpersonal, organizational, communication, and analytical skills
- Collaborative team player willing to absorb, enhance, and execute brand direction

### **APPLICATION**

- Qualified applicants must submit a resume, cover letter and work samples