



Marketing Specialist Internship

Organization:

The GLOW Academy (*acronym for Genesee, Livingston, Orleans, and Wyoming counties*) is a not-for-profit youth sports organization that currently services nearly 5000 student-athletes, 500 teams through 30 local town recreation programs throughout the sports of baseball, softball, basketball, football and soccer throughout the region. The mission of the GLOW Academy is to guide, enhance and provide a complete comprehensive experience for all stakeholders (student-athletes, parents, coaches, and administrators) involved in 21st century youth sports.

Job Title:

Marketing Specialist

Dates / Hours:

April 2021 – July 2021 / 100 - 150 Hours (depending on college requirement)

Full-Time/ Part-Time openings (flexible)

Location:

Genesee County, NY 14020 / Part-Time Remote Availability

How To Apply:

Contact Person: Meg Monti / Office Manager / (585) 738-0183 / GLOWAcademyNY@gmail.com

Please Submit: Cover Letter, Resume and Unofficial College Transcript

Description:

The marketing specialist will be responsible for gathering information on how to complete all tasks that go into a sport organization. Strategies include social media platforms, print media, television and gorilla marketing that will create more awareness and exposure. This research will translate into finding beneficial community appearances, reaching out to corporations to promote group ticket sales and acquire sponsorships, and create new outlets for advertising and promotional opportunities. This is a non-paid internship.

Responsibilities:

- Perform analysis of specific business issues: pricing, inventory management to drive future strategy
- Collaborate with business area stakeholders to identify and track key business metrics in the area of Ticket Sales, Marketing Partnerships, Marketing, Arena Operations and Finance
- Reach out to area businesses for 2022 season sponsorship opportunities
- Researching local events for appearances to promote upcoming season promotions and exposure
- Update social media accounts with upcoming events, promotions, ticket offers and promotions
- Exploratory analysis of new data sources to assess data quality and applicability in business decisions
- Calling local corporations asking for desired tickets or sponsorships

Job Qualifications:

- Outstanding communication skills and a positive, energetic personality
- Ability to thrive in a fast-paced environment with tight deadlines
- Able to work nights, weekends, and some holidays
- Proficient with Microsoft Office Programs



www.GLOWAcademyNY.com

