



**Position:** Part-Time Sports Marketing Intern

**About Us:** Shine Sports is a boutique sports and talent marketing agency that helps emerging influencers and athletes establish and grow their personal brand, negotiate favorable contracts, and procure financial opportunities through corporate sponsorships, endorsements and partnerships. We are young and ambitious just like you. We take the time to learn about the client's story, and we tailor our services to fit our clients needs. There is no cookie-cutter plan that works for everyone. Shine Sports approaches each opportunity specifically with the client in mind and welcomes innovative thinking to achieve goals. Our mission is to give our clients a voice and help them make an impact where they feel it is most important to them. Whether building a brand, leveraging lucrative opportunities, or comparing investment ideas, we provide you with the resources necessary to achieve your goals. We believe in the potential of athletes to make positive, global change.

Shine Sports launched in 2020 and is a new agency that is looking for someone to be an essential part of the digital marketing team. We are looking for a passionate student who is a self-starter who takes initiative and is well-versed in college sports and Name, Image and Likeness. Although this position is unpaid we are willing to offer class course credit if applicable and reimbursement for expenses. Part-time or Full-time position.

**Job Description:** As part of the team, you will be responsible for managing, strategizing and executing the day-to-day operations.

- Providing support with all marketing and administrative needs (e.g. email communication, brand outreach, operational responsibilities)
- Assisting with monitoring social media channels and respond to feedback, questions, and concerns
- Developing and assisting in the execution of the creation of signage, mock-ups, email campaigns, and social media campaigns / marketing content
- Researching third party companies, brands, athlete influencers, and college athletes for future collaborations and partnerships

### **Qualifications**

- Ability to work well under pressure; meet tight deadlines; manage multiple projects and expectations; and maintain a sharp focus while managing competing priorities
- Highly Proficient using Microsoft Office platforms such as Word, Excel and PowerPoint.
- Comprehensive knowledge of social media platforms including Instagram, Tik Tok, Twitter and LinkedIn inside and out and are up-to-date on latest trends.
- Detail oriented with grammar, editing, and proofreading capabilities.



**Preferred but not required:**

- Experience with video editing and graphic design software including but not limited to Adobe and Canva enable you to work with a wide variety of media to create marketing/brand content
- Prior experience managing social media platforms for a brand, agency or influencer