



Medford Rogues Baseball Club

Marketing and Community Outreach Intern

Abstract:

This position will have the student coordinating two separate but complimentary departments. Marketing- Student must have a passion for learning how to market a sports entertainment product and desire to learn brand positioning strategies as they relate directly to Sports Marketing. Reporting to the General Manager, the student take creative direction to produce, create and maintain digital content; as well as execute marketing, promotions and create community engagement strategies. Student must also have a passion for connect with the community and a basic understanding of its relationship to marketing. The student will be given parameters and guidance to book team appearances, in-park fundraisers, liaise with non-profits attending games, donation requests and work with key stakeholders to promote the Rogues in the community.

Rough Scope of Primary Duties

- Research industry standards and ideas for marketing and promotions
- Contribute out of the box marketing concepts and ideas
- Manage on line assets for marketing and promotion including website and Social Media
- Communicate with sponsors and community organizations to ensure proper promotion of their event nights as needed
 - Work with General Manager, Sales Team and Game Day to ensure all elements and information are promoted in a timely manner
 - Research appropriate community events for Rogues to support and attend
 - Schedule appropriate support staff and players to attend events
 - Act as point person for non-profits and community groups partnering with the Rogues
 - Assisting with game day media and administrative duties as needed
 - Duties as assigned

Secondary Duties or other Projects of interest (candidate dependent)

- Design, develop sell sheets and graphics based on branding strategy.
- Group, corporate, fundraising and ticket sales

REQUIREMENTS/SKILLS:

Before you consider applying for the internship, please ensure you fulfil the following requirements.

Key attributes for the position are:

- Strong PC skills - Outlook & MS Office and Adobe CS5- a bonus



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- Comfortable in connecting with new people and organizations
- Demonstrated ability in being detailed oriented
- General knowledge of baseball marketing and promotions
- Ability to be creative and think out of the box
- Strong work ethic
- Ability to work under pressure
- Comprehensive writing skills
- Initiative, adaptability and ability to work independently
- Interpersonal and presentation skills
- Willingness to do a range of jobs with enthusiasm

Learning outcomes:

Student will be exposed to all aspects of marketing cycle, from concept to creation, how to liaise with media, sponsors, create/develop calls to actions within campaigns. The ideal candidate will have an interest in learning how to build a brand and learn how to market sports through entertainment based and sports based campaigns. Focus will be on developing messaging and imagery to evoke emotions in fans, creating need or desire to attend games or further engage with the club. Student will be a part of the creative process and implement promotional strategies designed to increase attendance. The student is expected to contribute ideas and actively participate in planning sessions and provide campaign wrap reports. The ideal candidate will also be passionate about sports, have no problem adapting to last minute changes, working off hours to monitor social media and contributing to a fun work environment.

Student will coordinate all aspects of community outreach, from planning to execution including how to assess, read and integrate a brand into a community. The student will learn the importance of a strong community outreach program, its relationship to marketing and its impact on team business growth.

Student will act as a representative of the team and will also be exposed to sponsors, media personalities (and outlets), major sponsors and community organizations on a daily basis and expected to act in a professional manner at all times.

The successful candidate(s) will commit to the whole season (End of May-August), preferably earlier as school schedule allows. The full schedule is available at www.medfordrogues.com , and be genuinely interested in a career in Sports (doesn't have to be Baseball specific).



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Please submit resume and cover letter to info@medfordrogues.com by not later than March 15th, 2016.