**POSITION**: Sports Marketing Intern

**DEPARTMENT/UNIT**: Parks & Recreation Department/Athletics Office

**ADDRESS**: 515 S Pleasant Valley Rd. Austin, TX 78741

The City of Austin Athletics Office is seeking an intern to participate in initiatives focused on Sports Marketing. The Athletics Office programs Adult Sports for softball, basketball, flag football, and volleyball across 30+ athletics fields and facilities. The intern will have an opportunity to innovatively create marketing strategies that will assist with the continued success of the programs.

**Primary Responsibilities**:

* Help manage and execute marketing tasks and deliverables – may include creative requests/review/ development/feedback, sourcing footage, facilitating communication
* Contribute to social media - takes photographs and video, brings creative thinking, facilitate content planning and development
* Attends games onsite blogging and/or journaling games in a fun creative way
* Edits photos and videos
* Creates video clips for promotion to social media or other outlets
* Produces flyers, documents, and other visuals
* Conducts program surveys, reviews feedback, and makes recommendations
* Assist with t-shirt designs for champion teams

**Preferred Qualifications**:

* Photography/Videography experience
* Creative thinking
* Designing flyers and documents
* Developing plans and suggestions for recognized areas of improvement
* Relevant coursework in marketing, communication, or related field

The Athletics Office recognizes this as a learning environment and growth opportunity for the intern. This position is fashioned to allow ideas, creative thinking, and implement suggestions that better the marketing position of our programs.

*Please send a resume to Ashley McLerran via email (ashley.mclerran@austintexas.gov)*