



## Intern Description-Event Promoter

### Key Responsibilities Include:

- Work with Event Coordinator to schedule events/seminars/academies/camps
- Work with local organizations to promote events (e.g. Park Districts, Schools, Retail Sports Stores)
- Create free or inexpensive advertising opportunities in local publications
- Work to get interviews on local sports radio stations to promote events
- Effectively use Social media (e.g. Facebook & Twitter) to promote events
- Effectively use Email marketing to promote events
- Come up with other creative, inexpensive ways to promote events
- Other duties as assigned

### Expectations:

- Performance will be judged by the how many people attend events (see measurements below)
- Working well with fellow interns and other associates (e.g. cooperation; effective, respectful, & professional communication)
- Positive toward management and other staff
- Timeliness and punctuality
- Willing and eager to learn
- Able to interact professionally with athletes of all ages and parents

### How success will be measured:

- Events/seminars/academies/camps attendance of 25 or higher
- Growth in followers in Social Media accounts
- Open rates of emails sent to promote events.

### Trimester Schedule

June 1 – August 31

September 1 – November 30

December 1 – February 28

March 1 – May 31

## **Event Promoter Internships**

An internship at Players U will present you with the opportunity to experience hands-on the daily marketing rhythms needed to be conducted to run a sports training business successfully.

As a **Players U** intern, you would have the opportunity to compliment your hands-on learning experience with participation in our weekly Staff meetings, which focuses on continuing education in a classroom-style learning environment. We work closely with our internship participants to develop skill sets to compliment career aspirations within the fitness industry as well as learn business fundamentals that can carry over into any industry.

Additionally, all interns are provided with **Players U** apparel, and will be granted free use of facility and free participation in any classes/training/seminars/mentorships hosted here at our facility during their time with us.

## **Expectations of all Applicants**

- Be adept with social media tools such as Facebook, twitter, Buffer, and Instagram
- Excellent written and verbal communication skills
- Performance will be judged by the how many attendees to the Events (see measurements below)
- Working well with fellow interns and other associates (e.g. cooperation; effective, respectful, & professional communication)
- Positive toward management and other staff
- Timeliness and punctuality
- Willing and eager to learn
- Able to interact professionally with trainees and parents

## **Internship Schedule**

Players U internships are scheduled according to trimesters. Interns are asked to work a minimum of 30 hours per week throughout the duration of their program.

**Trimester 1:** June 1 – August 31; App. Deadline: 5/1

**Trimester 2:** Sept. 1 – November 30; App. Deadline: 8/1

**Trimester 3:** Dec. 1 – Feb. 28; App. Deadline: 11/1

**Trimester 4:** March 1 – May 31; App. Deadline 2/1

If you are interested in any of these internship positions, please go to: <http://workatplayersu.playersu.com/> or email us at: [Bryce@playersu.com](mailto:Bryce@playersu.com) to request an application. All inquiries can be directed to the attention of Bryce Biel.