

Internship Job Description

JOB TITLE

Volunteer Marketing Manager

JOB DESCRIPTION

The Swift Current 57's Collegiate Summer Baseball Club is seeking a volunteer marketing manager to directly oversee their summer's marketing plan and strategies. This person will work closely with the other volunteers in the organization to come up with ways to get fans to attend games, keep them entertained while at the game, all while pursuing the team's mission and vision, and upholding community standards. This is a 3-month (May-July) long job in Swift Current, Saskatchewan, Canada. This person will also be housed at a host family during the summer, similar to each player on the team. This is an excellent opportunity to gain international experience, and to grow your marketing skills in a small community setting. The position will report directly to Vice President - Marketing, but has the independence and authority to come up with any creative plan that he/she/they think will support the team in its marketing goals.

RESPONSIBILITIES AND DUTIES

- *Outline a step-by-step marketing plan to follow during the summer*
- *Connect with fans to survey their wants and needs*
- *Reach out to past players for bios and stats*
- *Email season ticket members with the upcoming season's schedule and events planned*
- *Closely monitor spending to ensure costs stay under budget*
- *Attend all home games at Mitchell Field during the summer season*
- *Plan and host events for the organization, outside of regularly scheduled games*

- *Gather and analyze data on tickets sold, attendance count, and other information that could be useful for future use*

QUALIFICATIONS AND SKILLS

Required Skills

- *Currently enrolled at an undergraduate or graduate level in marketing, advertising, business administration, or related field*
- *Professional demeanor, which includes impeccable time management, excellent written and verbal skills, and the ability to cooperate and communicate with other volunteers in the organization*
- *Ability to work nights weekends, and holidays*
- *Must be respectable and considerate of host family, which includes cleaning after oneself like doing own dishes and laundry, all while being a representative of the team and your school*

Preferred Skills

- *Previous marketing or sport management related experience*
- *Knowledgeable in Microsoft Office, or other related business programs*
- *Knowledgeable in Photoshop, Publisher, or other photo editing programs*

ADDITIONAL INFORMATION

- *Unpaid, but housing is free*
- *Ability to travel with team on road trips, but not required*

Please Contact for additional information and provide resume to:

Mike Mutlow

President, Swift Current 57's Baseball Club mmutlow@sasktel.net

