



SURESPORTS

LENDING

Social Media & Marketing Internship

Summary

The Social Media and Marketing Internship position at Sure Sports Lending is a great internship opportunity for someone interested in joining a fast-paced, fun work environment in a niche industry – sports lending. The intern will have the chance to learn about the business and financial aspect of Professional Sports. The Social Media and Marketing Intern will perform a range of business development, social media, and marketing duties related to Sure Sports Lending and our charity, McKenzie Promising Futures Fund. The Social Media and Marketing Intern will report directly to the Marketing Coordinator.

Primary Responsibilities

- Updates Sure Sports Lending's social media properties and improve the pages' aesthetics and messaging
- Creates a social media schedule for each unique platform
- Utilizes analytics to create a better social media plan
- Assists in drafting and distributing the newsletters
- Coordinates speaking and awards opportunities for the company and management team
- Updates, manages, and maximizes effectiveness of the CRM system
- Assists with event planning and networking opportunities, as directed by Marketing Coordinator
- Co-Manages McKenzie Promising Futures Fund
- Conducts business research and development

Qualifications

- Pursuing a degree in Sports Management & Marketing, Marketing, Business, or Communications is preferred
- High comfort level with Social Media (Instagram, Facebook, Twitter, LinkedIn, blogging, etc.)
- Strong written and communication skills
- Self-starter that is comfortable working independently
- Time management and multitasking
- Previous work experience in a business or marketing environment (e.g., internships with financial services, sports marketing, sports management or sports agency) is a plus
- Graphic Design skills (Photoshop and Illustrator) is a plus
- Passionate about sports