



## Job Description: **MARKETING AND PROMOTIONS INTERN**

This paid, full-time summer internship is instrumental in coordinating the promotions, player appearances and sales initiatives that promote the Des Moines Menace, Iowa's premier soccer team. Duties include:

- Working with coaches, players and office staff to execute player and mascot appearances in the community.
- Creating marketing materials for appearances that promote our game schedule and youth programs.
- Making inside and outside sales calls to prospects for ticket packages and group outings. This includes ongoing sales training and development opportunities.
- Organizing and lead ticket sales for West Des Moines Community Night.
- Building relationships with local organizations that can benefit from donated tickets through our Kicks for Kids program.
- Leading the distribution of promotional signage, posters, and pocket schedules to local businesses including all area Kum & Go convenience stores.
- Orchestrating a fun game-day fan experience. This includes being the on-field emcee, running in-game promotions, fostering personal interaction with our guests, and leading a group of game-day interns.
- Engaging fans through social media and creating game-day music playlists and public-address scripts.
- Assisting with the Menace's youth-soccer programs.
- All other responsibilities as directed by the Menace's Sales & Marketing Manager.
- In addition to these role-specific responsibilities, you will play an active role in the marketing and operations that drive our organization. You will also help with game-day set-up and tear-down for home matches, as well as any other duties to help the organization.

### **Qualifications**

- Outgoing, enthusiastic and self-motivated.
- Creativity, passion for customer service and providing a memorable fan experience.
- Exceptional writing, interpersonal communication, public-speaking and social-media skills.
- Working knowledge of the Des Moines Menace and the game of soccer.
- Able to work under deadline, work well with others and problem solve.
- Growth-focused and interested in continuous learning and improvement, with an openness to feedback.
- Disciplined, with a positive attitude, dedicated to the organization's goals, mission and values.
- Proven team player who is willing to work nights and weekends and do what it takes to get the job done.

As part of the same corporate family as Kum & Go convenience stores, all Menace associates are expected to uphold the company's values: Passion, Integrity, Teamwork, Caring and Excellence. All of the company's employees are subject to random drug tests. This internship starts full-time in early May and concludes in early August. There are opportunities to work part-time in April.

### **To Apply**

Please email your resume to [Lyle.Hunt@MenaceSoccer.com](mailto:Lyle.Hunt@MenaceSoccer.com) and follow up with a phone call: (515) 457-6034. Instead of a cover letter, please email me three reasons you're interested in being part of the Menace. Deadline is March 1.