



Job Description: **MARKETING AND PUBLIC-RELATIONS INTERN**

This paid, full-time summer internship is instrumental in executing the PR and marketing initiatives that promote the Des Moines Menace, the recipient of the Premier Development League's 2014 Communications Award. Duties include:

- Writing press releases and web stories (previews, game recaps, and features), with the goal of creating compelling web content.
- Planning and executing P.R. initiatives, including player and mascot appearances and participation in community events.
- Helping carry out the objectives of the organization's marketing plan and youth programs.
- Creating timely and accurate game-day notes, stats, and web updates.
- Engaging fans through social media (Twitter, Facebook).
- Tracking media clippings and compiling a season scrapbook.
- Working in the press box at all Menace home games, either as a statistician or public-address announcer.
- Assisting with the organization's youth-soccer programs, including camps, clinics, and academy.
- As available, assisting with the Menace's youth tournaments in late April and early May.
- Other projects and duties, as directed by Menace Director of Operations.
- 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

- Passion for planning and executing effective marketing/PR strategies.
- Exceptional writing and interpersonal communication skills, with experience in social media, journalism and preferably graphic design.
- Ability to remain extremely organized while in a chaotic environment.
- Working knowledge of the game of soccer, sports reporting and AP style.
- Growth-focused and interested in continuous learning and improvement, with an openness to feedback.
- Experience recording and reporting soccer statistics.
- Proficient at planning ahead and multi-tasking.
- Self-motivated with a positive attitude, dedicated to the organization's goals, mission and values.
- Proven team player who is willing to work nights and weekends, with an unwavering commitment to 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 May 1 and concludes in early August. There are opportunities to work part-time in April.

To Apply

Please email your resume to Adam.Small@MenaceSoccer.com and follow up with a phone call: (515) 457 6365. Instead of a cover letter, please email me three reasons you're interested in being part of the Menace. Deadline is March 1.