



Internship Position: Marketing & Promotions

Desired Number of Interns—4-6

Pro Team Focus

Youth Program Focus

Supervisor: Director of Marketing

Position Expectations: The Marketing & Promotions intern will be an integral part of marketing and promotions for the Riverhounds SC pro team, Riverhounds Development Academy youth program and Highmark Stadium. The position will focus on grassroots marketing and effective marketing strategies to build our brand and events in the community and with our partners. This position will be required to work all home games and outside events to build excitement among fans and a cohesive fan engagement effort across the organization. Must have experience with social media platforms as well as community relations. This position will work closely with the Director of Marketing, and in collaboration with the Director of Communications and the Director of Sales & Sponsorship.

Daily Functions

- Create fan engagement strategies for onsite and offsite events.
- Research, schedule and coordinate community events.
- Maintain and manage community contact list.
- Create and execute ticket sales strategies to push specific events.
- Create social media strategies for specific promotions.
- Contact and schedule meetings with potential partners and prospects.
- Attend networking events on behalf of the team with the Director.
- Expected to work home games and other events at Highmark Stadium.
- Willingness to play “AMO” (our mascot).

Required knowledge, skill and ability:

- Current student in college or university studying Marketing, Business Administration, Sports Administration, or related field.
- Must have a working knowledge of the Pittsburgh community and sports business.
- Knowledge of social media platforms and emerging consumer media.
- Ability to work in a fast-paced, non-traditional environment and manage multiple projects.
- Experience in public relations and promotional strategy.
- Willing to work nights, weekends, and holidays when needed.
- Attend all pro home games and other events at Highmark Stadium.
- Proficient in Microsoft Office, especially Word and PowerPoint. A plus if familiar with Adobe Creative Suite programs.
- Must be organized, creative, positive, flexible, detail and goal-oriented.

Please email cover letter, resume and work samples to John Rotz (jrotz@riverhounds.com).