



PALM BEACH  
SPORTS.COM

## Marketing Intern Job Description

**Reports to:** Director of Marketing/ Marketing Specialists

### **Basic Purpose:**

To work within the Marketing department in research, membership program management, creation and distribution of news releases, event marketing, marketing channel and list development research, collation and distribution of marketing materials and sponsor liaison. The intern will gain a broad understanding of tourism and event marketing as a whole, while working on various projects surrounding membership, public relations and event marketing.

### **Responsibilities Include;**

- Membership
  - Researching new businesses and consumers to join our membership program
  - Updating member information
- Public Relations
  - Assist in writing and proofing press releases
  - Updating and organizing press release lists
  - Search for news articles that relate to our organization and our mission
- Event Marketing
  - Promote Sports Commission produced events by adding them to various community calendars
  - Add all events, produced and sponsoring, to Palm Beach County Convention & Visitor's Bureau website as well as updating PBCSC events calendar
  - Distribution of event collateral –mailings, personal delivery, etc.
  - Assist in executing of marketing plans of each event
  - Plan and track our Extended Stay Program
  - Research and help follow up with new and existing sponsors
- Grants and Sponsorship
  - Looking for new grants for us to apply for
  - Keeping timeline of grants applied for and want to apply for
  - Researching new sponsorship opportunities

### **OTHER DETAILS/REQUIREMENTS:**

- Junior or senior status (or recent grad) with major coursework toward a degree in Sports Management Marketing, Communications, Public Relations or Advertising required, plus excellent written and oral communications skills and strong computer skills.
- Internship requires minimum of 20 hours per week.

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JUST BRING YOUR GAME

Palm Beach County Sports Commission

1555 Palm Beach Lakes Blvd., West Palm Beach, FL 33401 – (561) 233-3180 Fax: (561) 233-3125

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