

## Marketing Internship – Wareham Gatemen (Wareham, MA)



The Wareham Gatemen Organization is looking for dynamic and creative marketing interns to assist in promoting the team and enhancing our brand both during the offseason and in the regular summer season. This unpaid internship provides a valuable opportunity to gain hands-on experience in sports marketing, social media management, event planning, and fan engagement.

Interns will work remotely during the offseason, focusing on digital marketing efforts and strategy planning, and/or in-person during the regular season at home games, assisting with game-day operations and fan engagement activities.

**Reports To:** Gatemen Media Director

**Duties and Responsibilities:**

### **Offseason (Remote):**

- Assist in developing and executing marketing campaigns to grow the team's online presence.
- Manage and update social media accounts (Instagram, Twitter, Facebook, etc.), creating engaging content such as player features, team news, and promotional graphics.
- Help write blog posts, email newsletters, and other digital content to keep fans informed and excited.
- Brainstorm creative ideas to enhance fan engagement during the offseason.
- Track and analyze social media performance, reporting key metrics to optimize campaigns.

### **In-Season (In-Person):**

- Assist with game-day marketing operations, including fan engagement activities, promotional giveaways, and in-game entertainment.
- Capture live content (photos, videos) during games to share on social media and other platforms.
- Help manage relationships with local sponsors, ensuring fulfillment of sponsorship agreements.
- Assist with special events, community outreach programs, and theme nights.
- Support marketing team in coordinating press releases, media appearances, and other public relations efforts.

### **Knowledge, Skills, and Abilities:**

- Knowledge of the game action of baseball and familiarity with MLB game productions
- Current college student or recent graduate (preferred majors: Marketing, Communications, Sports Management, Journalism, or related fields).
- Strong communication skills, both written and verbal.
- Proficiency in social media platforms (Instagram, Twitter, Facebook, etc.) and basic graphic design tools (e.g., Canva, Photoshop).
- Creative mindset with the ability to generate and execute new ideas.
- Passion for sports and a desire to learn more about sports marketing.
- Availability to work remotely during the offseason and attend in-person games during the summer season.
- Ability to work independently and as part of a team.

### **Work Environment and Schedule:**

- Work normally performed in a field environment and there may be exposure to adverse weather conditions.
- Flexibility in scheduling is required and will involve evenings, weekends, and holidays.
- Must be able to work all Gatemen games.
- Must provide own travel to away games.

### **Expectations:**

- Adhere to the Wareham Gatemen organization and league policies and procedures
- Act as a role model within and outside the Wareham Gatemen organization
- Demonstrate flexible and efficient time management and ability to prioritize workload

**To Apply:** Follow directions on website or email [interns@gatemen.org](mailto:interns@gatemen.org)

