

CAPE COD BASEBALL LEAGUE

2027 Marketing & Community Relations Internship

Position Title:	Marketing & Community Relations Intern
Term:	2027 Season (Date of Acceptance through September 1, 2027, with potential through calendar year-end)
Location:	Cape Cod (or within 20 miles) / Various CCBL Field & Community Locations
Schedule:	Non-traditional hours, including nights, weekends, and holidays
Compensation:	Stipend commensurate with experience
Reports To:	Cape League President

Position Overview

The Cape Cod Baseball League is looking for Marketing & Community Relations interns to be a part of the Cape League team for the 2027 season. The Marketing & Community Relations Interns will play a key role in promoting the Cape Cod Baseball League's brand, deepening community connections, and enhancing the fan experience. This position will report to the Cape League President and involve consistent collaboration with the Corporate Partnerships and Social Media interns. This role offers hands-on experience in sports marketing, partnership development, event management, and community outreach, providing an opportunity to make a tangible impact on one of the nation's most celebrated collegiate summer baseball leagues.

Optimal candidates must align with League initiatives and priorities while representing the brand values of the Cape Cod Baseball League. This role involves a mix of remote administrative preparation and active on-site execution in a fast-paced environment with a high volume of work, tight deadlines, and schedule flexibility across nights, weekends, and holidays.

Location, Availability & Time Commitment

- **Residency Requirement:** Must reside on Cape Cod (or within 20 miles) throughout the duration of the season from June 2027 through August 2027.
- **Schedule & Flexibility:** Available to work non-traditional hours, including evenings, weekends, and holidays across all ten CCBL franchise venues.
- **Pre-Season / Offseason (Remote):** Potentially 4 to 5 hours per week focused on administrative prep and marketing planning.
- **In-Season (On-Site):** Coverage of 5 to 6 games per week during the summer season, including high-profile events (Opening Day, All-Star Game, Playoffs, and Championship Series) as well as production of content for league platforms and regional television networks.

Key Responsibilities

- Identify and establish new strategic partnerships to expand the League's community footprint and promote the goal of acquiring long-term League partnerships.
- Promote fan engagement through targeted surveys, analyzing results to guide grassroots and digital marketing initiatives.
- Distribute Cape League publications and marketing materials to local businesses to increase League visibility across the region.
- Coordinate and assist League sponsors with on-site tabling and promotional events, including giveaways, themed games, and sponsor-driven campaigns.
- Conduct regular audits of corporate sponsorship materials at games (such as banners, PA announcements, and broadcast advertisements), communicating findings afterwards with team General Managers and Presidents.
- Assist in organizing league-wide promotional events with all 10 franchises, boosting sponsor engagement and driving attendance growth.
- Assist in the coordination and facilitation of the 2027 Cape League All-Star Game, overseeing fan-focused events, merchandising, and sponsor activations to deliver a seamless experience for fans, scouts, corporate sponsors, and media.
- Manage the creation, promotion, and distribution of the league's official newsletter to the official Cape League subscriber base, achieving measurable audience growth and engagement.
- Establish and maintain relationships with local charitable organizations and community partners, showcasing the mutual impact between the Cape Cod Baseball League and the larger community while elevating existing franchise outreach.

Eligibility & Qualifications

- Eligibility / Education: Current undergraduate or graduate student (graduating 2027 or 2028) OR recent graduate (within 1 year), working towards or holding a Bachelor's or Master's degree in Marketing, Communications, Sports Management, Business, or a related field.
- Strong verbal and written communication skills, including familiarity with Associated Press (AP) writing style.
- Knowledge of social media platforms and current digital marketing trends.
- Ability to interact professionally with diverse stakeholders, including sponsors, community partners, and fans.
- Highly organized and detail-oriented, with the ability to manage multiple projects and meet tight deadlines in a fluid, fast-paced environment.
- Demonstrated ability to work collaboratively as part of a team while taking initiative independently.
- Comfortable learning and using new digital tools and platforms.
- Prior experience with or strong interest in sports marketing, event coordination, or community outreach.
- Enthusiasm for baseball and community engagement, with a passion for growing the Cape Cod Baseball League's presence and impact.
- Ability to lift and transport marketing materials and equipment (up to 25 lbs) as needed for events.

How To Apply

To apply for the 2027 season, please email the following materials to **internships@capecodbaseball.org**:

- Resume
- Cover Letter
- Two Professional References
- Portfolio or work samples (or access link)

Please include your full name and the position title ("2027 Marketing & Community Relations Internship") in the email subject line.