



Position Title: Marketing Internship

Position Type: Internship (Remote)

Duration: January - May (Spring Semester)

Application Deadline: December 31, 2024

Duration: May - August (Summer Semester)

Application Deadline: April 1, 2025

Compensation: Unpaid with opportunity for academic credit

Job Overview:

The Sports Marketing Intern will assist with day-to-day marketing objectives, brand awareness initiatives, and the execution of email and social media strategies for Alliance Fastpitch and its Member Leagues. Working under general supervision with moderate latitude for independent judgment, you'll report directly to the Director of Marketing. This is a great opportunity to gain hands-on experience in the sports marketing field and work with an organization at the forefront of fastpitch softball.

Key Responsibilities:

- Create and manage content for social media, blogs, and email marketing to boost brand awareness and engagement.
- Strategize and execute marketing campaigns across various platforms, including social media, events, and grassroots initiatives.
- Collaborate on promotional materials and conduct market research to identify trends and optimize marketing strategies.
- Track and analyze campaign performance, supporting daily operations and contributing to overall marketing efforts.
- Assist with overall content management and work alongside our marketing agency to support SEO, keyword research, and organic social media growth.

Preferred Qualifications:

- Strong knowledge of the sports industry, particularly fastpitch softball, with a passion for marketing.
- Proficient in social media platforms (Instagram, Facebook, X).
- Self-motivated, detail-oriented, and able to manage time effectively.
- Strong communication and interpersonal skills; able to work independently and within a team.
- Preferred: Graphic design experience (Canva, Adobe Creative Suite) and blog writing.
- Familiarity with email marketing platforms and strategies is a plus.
- Professional, reliable, and proactive attitude.

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**What You'll Gain:**

- Hands-on experience working on real marketing campaigns in the fastpitch softball community.
- Exposure to national sports events and marketing strategies for a dynamic organization.
- Networking opportunities within the sports marketing industry.
- The flexibility of a remote work environment and the opportunity to contribute to national initiatives.
- A valuable recommendation for future job or academic opportunities.

How to Apply:

Please submit your resume, a brief cover letter outlining your interest in sports marketing, and any relevant work or project samples (e.g., social media accounts, blog posts, graphic design work) to jess@thealliancefastpitch.com.

About Our Company:

The Alliance Fastpitch is a national organizing body for travel softball, providing a structured competition pathway that begins with regional play and culminates in national events. This includes regular season league play, in-season tournaments with a national final, and postseason regional and national championships. Formed in the summer of 2020, the Alliance was born from a shared desire for change among youth fastpitch leaders. Club directors, coaches, and former athletes united with the vision of putting athletes first, ensuring equal access to resources and opportunities for teams to compete in National Championship play. By collaborating off the field, they believed the sport would grow stronger, and the creation of a central hub would support sustainable growth. The statement, "Together, we are the Alliance Fastpitch," represents the unity of rivals and competitors working together to challenge the status quo, promote equality, and advance the sport. Regional leagues embody this spirit of collaboration, where rival clubs cooperate to meet regional needs and represent their interests on a national level.

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About Our Team:

Our team is united by a shared passion for fastpitch and a commitment to excellence, guided by core values that shape our culture of success. We believe in **collaboration**, leveraging each other's strengths to foster innovative ideas, and our **adaptability** ensures we remain agile in a fast-paced industry. With deep **industry knowledge and awareness**, we stay informed about the latest trends, providing valuable insights to meet evolving needs. We cultivate **respect** by valuing each team member's contributions, while **efficient and effective communication** promotes transparency and informed decision-making. Each member practices **extreme ownership**, taking responsibility for their actions and fostering accountability as we work towards our shared goals. Together, we create a dynamic team dedicated to elevating the fastpitch experience for players, coaches, and fans alike.

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