

EVERY SUCCESS  
STORY HAS A  
**PIVOTAL**  
POINT.



## **Felkrem. Marketing Intern**

Felkrem is a full-service sports marketing representation firm, helping professional footballers and brands pivot toward success. Our core services are marketing consulting and athlete management. The sports industry is being dominated by large agencies who represent hundreds of athletes and therefore don't prioritize their individual needs. These large agencies believe in money first, management second.

As retired pro players and pro team executives, we realized we needed to change the landscape and create a firm that believes in managing our athletes first.

Our goal is to disrupt this industry and change the way athletes think of agents, and we are looking for our new class of interns who can help us with that mission.

We are looking for an enthusiastic marketing intern to join our marketing department and provide support and creative ideas to help achieve our goals. You will have administrative duties in developing and implementing marketing strategies for our clients, both on the athlete and brand side.

As a marketing intern, you will collaborate with our marketing/PR team in all stages of marketing campaigns for our brands while supporting our athletes' needs in their own personal brand-strategies. Your insightful contribution will help develop, expand and maintain our clients' needs.

This internship will help you acquire marketing skills and provide you with knowledge of various marketing strategies. Ultimately, you will gain broad experience in sports marketing and should be prepared to enter any fast-paced work environment.

### **Overview:**

- Job: Marketing Intern
- Term: 4 Months
- Start Date: June 10, 2019, or ASAP
- Location: Salt Lake City or remote
- This is an unpaid internship, providing invaluable on-the-job experience in a competitive and fast-moving industry

To apply, please email your resume and cover letter to [careers@felkrem.com](mailto:careers@felkrem.com)

**Responsibilities:**

- Support the marketing team in daily administrative tasks, including but not limited to: brand client account management, athlete client brand development within their marketing and PR initiatives
- Develop and execute internal and external PR pitches to media outlets for our clients as well as internally for the firm
- Assist in marketing and advertising promotional activities for the firm (e.g. social media and web)
- Prepare promotional presentations for new potential clients
- Help distribute marketing materials
- Manage and update the company's social media platforms and web presence
- Help organize marketing events as needed

**Requirements:**

- Strong desire to learn along with professional drive
- Solid understanding of different marketing techniques
- Excellent verbal and written communication skills
- Excellent knowledge of MS Office
- Passion for the sports marketing industry and its best practices
- Current enrollment in a related BS or Masters degree
- Deep understanding of social media and digital marketing

**Desired Qualifications:**

- Experience in Wordpress, creating, designing and/or managing WordPress based sites
- Have an understanding of Public Relations and the media
- Creative Suite experience (Photoshop and Illustrator)