

SO CAL CRUSH FC

INTERNSHIP OPPORTUNITIES

2017



MARKETING INTERN

The Marketing Intern will help oversee and manage all marketing campaigns for So Cal Crush FC, which includes campaigns involving social media, email, sponsorship decks, flyers and more. This is a non-paid position and will report directly to the General Manager.

Skills Required

- Excellent attention to detail
- Entrepreneurial mindset
- Ability to come up with and monitor measurable goals
- Ability to keep cool under pressure
- Ability to manage multiple projects simultaneously
- Can work both collaboratively and independently

Necessary Experience

- Marketing experience for an organization, preferably for a sports team
- Experience with team sports, as a player or as a manager (soccer obviously preferred)

Ideal Majors

Marketing, Business or Communications Major



COMMUNICATIONS INTERN

The Communications Intern will have opportunities to assist with production of multimedia content for socialcrushfc.com – pitch content ideas, conduct interviews with So Cal Crush FC players and coaches, and write features. The Communications Intern will also help oversee the team's social media efforts and help manage the So Cal Crush FC social media platforms. This is a non-paid position and will report directly to the General Manager.

Skills Required

- Excellent written and verbal communication skills
- Ability to work fast on tight deadlines
- Ability to complete multiple projects at once
- Superb interpersonal skills
- Ability to obtain and process a large amount of information at one time

Necessary Experience

- Prior writing samples and experience necessary, editorial experience a plus
- Experience working in public relations preferred

Ideal Majors

- English or Communications Major



OPERATIONS INTERN

The Operations and Event Management Intern is responsible for assisting the operations department on all aspects related to game day operations. This includes but not limited to: game week preparation, in game ceremonies, various other duties throughout game day, post game cleanup and various other tasks. This is a non-paid position and will report directly to the General Manager of So Cal Crush FC.

Skills Required

- Time management and organizational abilities
- Ability to prioritize tasks and meet deadlines
- Excellent interpersonal skills
- Written and verbal communication skills
- Ability to be a part of a team and work as an individual at the same time
- Ability to meet deadlines and balance multiple projects at once

Necessary Experience

- Events experience highly preferred
- Prior experience in sports operations a plus

Ideal Majors

- Business or Management Major



SALES INTERN

The Sales & Ticketing Intern is responsible for directly assisting the General Manager in all aspects of ticketing. This will include selling season ticket passes, family plans, and single game tickets. He or she must be available to work in the box office every game day, and to assist customers in troubleshooting ticketing issues. This is a non-paid position and will report directly to the General Manager of So Cal Crush FC.

Skills Required

- Superb interpersonal skills
- Customer-service mindset
- Ability to initiate and close a sale
- Ability to remain calm during stressful situations
- Quick troubleshooting and problem-solving skills

Necessary Experience

- Prior experience in sales or customer-service
- Experience with a sports team preferred

Ideal Majors

- Business, Marketing or Communications Major



SPORTS ANALYTICS INTERN

The Sports Analytics Intern is responsible for maintaining all statistics for home games. This position requires significant soccer knowledge, as he or she will be attending all home games and will be expected to process all statistics in a live-setting. This is a non-paid position and will report directly to the General Manager of So Cal Crush FC.

Skills Required

- Above average statistics skills
- Ability to remain calm and collected in live, game-day scenarios
- Excellent written and verbal communication skills
- Ability to quickly process and analyze large, abstract information

Necessary Experience

- Sports statistics experience highly preferred
- Prior experience in sports analytics a plus
- Knowledge of or experience playing soccer required

Ideal Majors

- Business, Math or Statistics Major



VIDEOGRAPHY INTERN

The Videography Intern will assist in creating video content for a professional soccer team and gain valuable experience in all areas of production including filming and editing. This internship is ideal for an individual seeking a career in sports video production. This is a non-paid position and will report directly to the General Manager.

Skills Required

- Constant focus and high energy
- Extreme attention to detail
- Eye for interesting or unique shots
- Ability to receive instructions, then process, comprehend and implement instructions immediately
- Ability to be assertive in getting necessary shots while blending into the background at the same time

Necessary Experience

- Must be familiar in shooting video using professional equipment
- Editing experience using Final Cut Pro or comparable software

Ideal Majors

- Graphic Design, Film or Marketing Major



SOCIAL MEDIA INTERN

The Social Media Intern will create and manage content for the So Cal Crush FC Facebook, Twitter and Instagram accounts. He or she must be available to assist at all home games and community events. This is a non-paid position and will report directly to the General Manager

Skills Required

- Excellent attention to detail
- Understanding of public relations
- Knowledge and familiarity with all social media platforms
- Ability to keep cool under pressure
- Ability to manage multiple projects simultaneously
- Can work both collaboratively and independently
- High motivation to learn

Necessary Experience

- Experience in social media marketing for a group or organization
- Soccer experience is preferred for live tweeting during So Cal Crush FC matches

Ideal Majors

- Marketing or Communications Major

