

## **USRowing Marketing Department Summer Internship Application**

Position: Marketing Intern

Location: Fairfield County, Connecticut

Internship Dates: May/June- August 2012

### Background:

USRowing, the national governing body for rowing in the United States, seeks a summer intern to work with the Marketing Department on a wide variety of projects. The intern's responsibilities include marketing the sport and its athletes to the corporate community and fan base. Working with the CMO, the intern will help with securing corporate partnerships including writing presentations, researching targets and maintaining a database. Intern will also meet with potential clients and participate in meetings and pitches. The intern will work on the Row to London- for the 2012 London Olympic Games and on the 2012 Fans Choice Awards and 2012 Golden Oars Awards Dinner.

### Candidate Profile:

- Strong communication and interpersonal skills
- Excellent organizational skills
- Strong research capabilities
- Creative, with an eye toward creating new opportunities
- Working understanding of social media strategy
- Ability to work in a fast paced environment
- Self- starter with the ability to work from a home office and meet deadlines with no supervision
- Extensive computer skills including proficiency in Excel and PowerPoint
- Demonstrated strong work ethic
- Passion for the sport

A rowing background is required as well as some marketing, or related, experience.

A stipend will be given for this position. Applicants must be able to work remotely and travel within Connecticut.

Please email cover letter, resume, references and rowing resume by March 16, 2012 to:

Beth Kohl

USRowing Chief Marketing Officer

[beth@usrowing.org](mailto:beth@usrowing.org)