



We are excited to announce an internship opportunity within the Media & Social Marketing department at NPJ Sports Complex, and we invite students to apply. As a vibrant sports complex dedicated to creating memorable experiences, this internship will provide students with a focus on digital marketing, social media marketing, in-person marketing, analyzing data trends, and creating advertising and social media content for our sports tournaments, leagues, open gyms, and other programs.

### Internship Focus Areas: **Media & Social Marketing**

#### 1. Digital Marketing and Social Media Management:

Interns at NPJ Sports Complex will actively contribute to the digital marketing strategy and social media management for our sports events and programs. This includes creating engaging content, managing social media channels, and developing campaigns to increase online presence. Interns will have the opportunity to enhance their skills in content creation, scheduling posts, and engaging with the online community.

#### 2. In-Person Marketing and Promotions:

Interns will be involved in developing and implementing in-person marketing and promotional activities for NPJ Sports Complex events. This includes coordinating on-site promotions, creating signage, and collaborating with local partners to enhance the visibility of our sports tournaments, leagues, and open gyms. Interns will gain hands-on experience in executing marketing strategies in a live event setting.

#### 3. Data Analysis and Trend Identification:

Interns will have the opportunity to analyze data trends related to our sports programs. This includes tracking engagement metrics, monitoring social media analytics, and identifying trends that inform future marketing strategies. Interns will play a vital role in optimizing our marketing efforts based on data-driven insights.

#### 4. Advertising and Social Media Content Creation:

Interns will actively contribute to the creation of advertising materials and social media content. This includes designing graphics, writing engaging copy, and collaborating with the media team to produce promotional materials for our sports events and programs. Interns will have the chance to showcase their creativity in developing compelling content that resonates with our target audience.



Why NPJ Sports Complex is the Ideal Host:

**Diverse Marketing Opportunities:** NPJ Sports Complex offers a diverse range of sports events and programs, providing interns with the opportunity to gain experience in marketing across various sports and activities.

**Real-World Campaign Execution:** Interns will be involved in the planning and execution of real-world marketing campaigns, gaining practical insights into the challenges and successes of promoting sports events.

**Mentorship and Learning:** Our experienced media and marketing team is committed to mentorship, providing interns with guidance and support as they navigate the dynamic landscape of sports marketing.

**Creative Freedom:** NPJ Sports Complex encourages interns to bring their creative ideas to the table, fostering an environment where innovation and originality are valued in marketing strategies.

We encourage students who are passionate about digital marketing, social media management, and creating engaging content for sports programs to apply for this internship opportunity. We believe that this experience will not only provide valuable skills but also offer an enriching and rewarding professional development journey.

\*Unpaid 8-10 hours / week or as needed defined by your internship program.

“NPJ Sports Complex 4050 Fairview Industrial Drive SE Suite 100 Salem, OR 97302

[info@npjsportscomplex.com](mailto:info@npjsportscomplex.com) 503-385-1923

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