



Little League® International Sponsorship and Marketing Internship – Summer 2019

Little League® International is seeking qualified, well-rounded rising juniors or seniors to join Little League’s Sponsorship and Marketing team. This intern will assist with the development and execution of marketing initiatives related to the 2019 Little League World Series. The internship will last from approximately May – August at the Little League International HQ in Williamsport, Pennsylvania.

Reporting to the Senior Director of Marketing, successful candidates will assist with day to day management of national corporate partner assets and branding initiatives, with a heavy emphasis on event management and execution. This position will help to plan and manage logistics for sponsor programming throughout the Little League tournament season and the Little League Baseball World Series.

Candidates will also assist with planning and logistics related to sponsorship activities at the Little League’s Regional Tournaments and Divisional World Series events. The position may also overlap with responsibilities in Little League’s Licensing and Merchandising departments.

Preferred fields of study include: Marketing, Sports Marketing, Business Management, Event Management, Public Relations, Digital Media, Communications, or related fields.

Examples of possible work (depending on each candidate) may also include:

- Providing hands-on event management support during the months of May through August
- Management of sponsor deliverables, including but not limited to background checks, shipments, and signage
- Helping to execute social and digital initiatives while evaluating performance against benchmarks and providing recap metrics
- Assisting with the preparation of materials for Regional and Divisional tournaments including giveaway items linked to Regional Welcome Events and other tournament needs
- Provide oversight and assistance in executing National Sponsor programming at the national, regional and local league levels
- Other marketing, licensing, and merchandising duties added as needed

Preferred candidates will demonstrate the following:

- Project management and customer service skills – ensure that all tasks are completed to satisfaction and engage with other staff in a courteous and respectful manner
- Excellent organizational skills to meet deadlines and reach department objectives
- A positive attitude
- Familiarity with the games of baseball and softball – basic rules and gameplay, game situations, noteworthy happenings, etc.
- Proficient computer skills, including the Microsoft Office Suite. Knowledge of Adobe Suite a plus

Why you should apply:

- Hands-on experience with the world’s largest youth sports organization
- Behind-the-scenes access to the inner-workings of an international sports organization from a sponsorship and marketing strategy perspective
- College credit and hourly compensation may be available

Application Requirements:

- Submit Resume, Cover Letter, and references to internships@LittleLeague.org with “Little League Marketing Internship” in the subject line. No phone calls please.

E/O/E