



## **Job Description - VYSA Marketing Intern**

**Supervisor:** Manager of Marketing

**Working Hours:** Minimum of 5 hrs/week (Flexible with student's schedule)

**Location:** Fredericksburg, Virginia

### **JOB SUMMARY**

The VYSA Marketing Internship will consist of both the social media management and event marketing aspect of the sports industry. The VYSA Marketing Intern will assist the VYSA Manager of Marketing and the VYSA State Staff with the planning and executing of state-wide events and tournaments, social media posts for various events/campaigns, event marketing and general day to day operations at Virginia Youth Soccer Association. Interns will receive hands-on experience in several aspects of event management, event marketing and sports management. This internship is not monetarily compensated. Virginia Youth Soccer Association will work with the University of Mary Washington to ensure interns receive course credit.

### **TO APPLY**

To apply, please send a brief cover letter stating why you want to intern at Virginia Youth Soccer Association along with a resume to Gretchen Showalter at [gretchen@vysa.com](mailto:gretchen@vysa.com). Applications are due by September 12th. This internship will start October 10th, 2022 and end on February 15th, 2023.

### **SPECIFIC DUTIES**

#### **Event Marketing**

- Assist with event marketing at VYSA state tournaments and annual events
- Assist with organizing and planning of VYSA state tournament and annual events

#### **Communications**

- Assist in the creation of social media content for campaigns and state tournaments/events
- Assist in social media coverage during and after tournaments/events
- Assist in tournament and event communication
- Assist with the monitoring of social media channels
- Assist with the editing and monitoring of official VYSA websites

- Assist with creating and designing VYSA monthly publications
- Assist with sports photography onsite at state tournaments/events
- Assist with organizing and planning VYSA Annual General Meeting and Regional Meetings
- Assist with creating and analyzing post event surveys

### **Projects**

- Create and execute social media posts for various events and campaigns
- Assist in planning and executing the 2023 Annual Awards Gala
  - Plan and execute the silent auction at the 2023 Annual Awards Gala
- Create a proposal to a local business to initiate a partnership/sponsorship
- Assist with planning and executing VYSA Regional Meetings throughout Virginia for membership

### **Qualifications**

- Must be at least 18 years of age and enrolled at the University of Mary Washington (Sophomore, Junior or Senior)
- Must be majoring in Communications, Marketing or Business Administration
- Superior oral and written communication skills
- Effective organizational skills for managing multiple tasks
- Ability to lift 50 pounds
- Knowledge of Microsoft Office Suite and/or Canva
- Ability to travel to and from State Office and the Publix Virginia Soccer Training Center
- A positive attitude and team player

**About the Virginia Youth Soccer Association:** The Virginia Youth Soccer Association (VYSA) [www.vysa.com](http://www.vysa.com) is a member of the US Soccer Federation and US Youth Soccer representing over 125,000 youth players, coaches and administrators in the Commonwealth of Virginia and DC. VYSA oversees programs including Virginia Futsal, the Olympic Development Program (ODP), the National Championship Series (State Cup), Coaching Education and more.