



Harris County – Houston Sports Authority (HCHSA)
Marketing Intern Position – Fall 2018

ABOUT HCHSA

Over the last 21 years, HCHSA has become the sports marketing agency for the city of Houston and Harris County. With that, HCHSA is responsible for bidding on and attracting new sporting events to the Houston area, as well as overseeing the marketing and operation of those events once awarded. These events range in size, scope and sport each year; allowing us to reflect the varying interests of our community.

MARKETING INTERN POSITION OVERVIEW

The Harris County – Houston Sports Authority is seeking well-rounded students looking to excel in the sports industry. Our Marketing Intern will have an opportunity to gain valuable knowledge and hands on experience in the sports and event industry during the semester.

The internship will consist of preparing for events that will be hosted in Houston, to include:

- Sept-Dec 2018 - Gateway to Gold
- October 3-10, 2018 - Women's CONCACAF World Cup Qualifiers
- October 19-21, 2018 - USA BMX Nationals
- February 2019 - Houston Sports Awards

The Marketing Intern will receive hands on experience working alongside the Marketing Manager.

Areas of concentration:

- Media buys
- Social media research and activation
- Participating in scheduled meetings and events
- Tracking Marketing Analytics
- Updating local Houston media
- Creating social graphics and content
- Researching Houston signage opportunities and companies
- Assisting with event APP creation and data entry

QUALIFICATIONS

Eligible candidates must be enrolled as a full time college/university student and receive course credit. Applicant must also be available during event dates and work long days including some weekends and evenings, lift up to 50 pounds repeatedly, work outdoors and stand for long periods of time.

Adobe Photoshop and web development experience preferred.

Duration: August 22 - December 12, 2018 *Will adjust based on school and course requirements

Compensation: Unpaid position; college credit only

CONTACT INFORMATION

Interested students should submit their cover letter and resume to:

Kaelum Messer, Volunteer & Intern Manager

Harris County – Houston Sports Authority

kmesser@HoustonSports.org