



Marketing Internship – Winter 2024

The West Michigan Sports Commission is looking for a qualified intern to work with their Marketing Manager. The ideal candidate is a college student working toward a marketing, advertising or related degree that has a willingness to learn, ability to problem solve and work well with others.

Where: The internship will take place in person at the offices of the West Michigan Sports Commission (300 Ottawa Ave NW Suite 240, Grand Rapids, Michigan).

What: Intern will be working on projects related to the West Michigan Sports Commission, their signature event the Meijer State Games of Michigan and the Meijer Sports Complex (baseball/softball complex owned by WMSC).

Internship duties include but are not limited to creating content, scheduling posts on social media, creating and scheduling email newsletters, creating marketing material, compiling analytics, updating websites, researching marketing opportunities and some event assistance. Opportunity to photograph or take video at events if it aligns with interns’ skills/interests.

<p>Prior experience is a bonus, but not required (training will be provided as needed)</p> <ul style="list-style-type: none"> • Email marketing • Social media (in a professional capacity) • Canva • Squarespace • Photography/Videography • Adobe Creative Suite 	<p>Benefits of Internship</p> <ul style="list-style-type: none"> • Paid internship (bi-weekly stipend) • Can be done for school credit • Gain real world marketing experience. • Gain experience with sporting events • Small, accessible staff • Parking in downtown Dash lot
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When: Interns typically start the second or third week of January and ends mid-April. Interns typically work 15-20 hours per week (start, end, and hours dependent on intern’s school schedule).

Interview process: Candidates will do a short (15-30 minutes) phone interview and selected candidates will then be invited to do an interview at our office (or Zoom meeting if needed).

Deadline: Resumes will be reviewed starting the week of November 20, 2023. Resumes will stop being accepted on November 27, 2023.

Those interested can apply via Handshake or by emailing their resume to Melissa Brink at mbrink@westmisports.com.