

## Marketing Intern

Travis Fields at Bryan Midtown Park  
Summer, 2022

### **ABOUT RCI:**

RCI was created to change the landscape of youth sports, one community at a time. Our team comes from a wide variety of backgrounds and is unified by the belief that baseball and softball positively impact lives far beyond the field. RCI is different than large, impersonal sports facilities management companies who operate under the 'seat em and feed em' mentality. Our holistic approach to management allows RCI to collaborate with and integrate into the community.

The purpose of the RCI Internship program is to create a collaborative environment between students and RCI staff to provide professional development opportunities for aspiring industry professionals and to assist with the function and success of the organization. This program will provide hands-on experiences for students to gain professional industry related experiences that will develop skillsets in leadership, organization, management, operations, marketing etc. Students will be able to apply the skillsets and knowledge gained to their career goals and aspirations.

We are seeking eager and passionate individuals to join our start up team. Sports are fun and life should be fun, our company culture endeavours to promote these values whilst exceeding expectations with our hard-working nature. The opportunities exist to grow with the company as we expand both locally and across the country. These positions present a chance to build a product from the ground up and own the successes.

### **SUMMARY:**

The Marketing Intern will be responsible for related marketing efforts depending on tournaments, leagues, and events listed on the calendar for both Travis Fields and D-Bat. They will take a lead role in designing the social media calendar and content creation. As this field grows, this role will also assist with the videography and development of individual athlete films.

### **JOB LOCATION:**

Travis Fields, 2200 Bomber Drive, Bryan, TX 77801 (Remote and On-Site)

### **CORE RESPONSIBILITIES:**

The core responsibilities of the Marketing Intern consist of, but are not limited to the following:

- Designing and implementing the social media marketing strategies for the duration of the internship.

- Creating digital content for social media, tournament, and various events to be utilized with various platforms.
- Assist the Director of Operations to secure sponsorship sales for Travis Fields and implement required marketing arrangements.
- *\*Lead the implementation of streaming service including its day-to-day operation, maximizing usage and driving the monetization of this platform to produce a return for RCI. (expected to be installed in early 2022)*
- All other duties as assigned.

#### **JOB HOURS:**

This role has part-time or full-time hours available. This role will be predominately M-F with some weekend participation.

#### **PROJECT:**

All internship positions will be required to create and pitch a project to the professional staff. The intent of this project will be to identify an area of the business in or outside of the scope of their role to improve the business operation. This project should focus on creating a legacy within the business that will create a part time or full-time role for the intern to move into or allow future persons to continue its operation. It will need to consider all business aspects, including operations, logistics, resources, financial, tangible and intangible outcomes. All persons will have a weekly review with a member of the professional staff to report on the status of the project, gain insight, and develop the concept.

#### **SALARY AND BENEFITS:**

This position is an unpaid internship, although opportunities to earn money will be available with tournament & event staff needs.

#### **APPLICATIONS:**

All applications should be sent to Director of Operations, Scott Hillier, via email ([scott@rcisportsmanagement.com](mailto:scott@rcisportsmanagement.com)) with the subject line "Marketing Intern Application." Included in this application should be a cover letter and CV.