



Tailgate Guys & PRE Event Resources | Digital Content Marketing Intern

Tailgate Guys is growing and we're looking for innovative self-starters that want to be a part of an organization that is helping reshape the game day fan experience across the nation by empowering fans to Tailgate Better! Do you have a passion for data driven marketing? Are you obsessed with developing content that moves people to take action? Are you a creative writer that isn't afraid of learning new things? If so, we're looking for someone like you to join our team.

Tailgate Guys is an industry leader in game day hospitality and management, serving over 45 collegiate and professional sports partners and hosting nearly a million fans each season. At Tailgate Guys We Come To Serve our guests, partners, and team members.

Opportunity:

The Tailgate Guys Marketing team is seeking an organized self-starter that has a passion for creative email marketing, copywriting, and an interest in expanding their knowledge about content creation and social media marketing to serve in the role of Digital Content Marketing Intern.

This paid internship will be responsible for assisting:

- Develop a strategy and execution plan related to:
 - Guest email communication
 - Guest post-event surveying
 - Digital Platform Content Updates
 - Tailgate Guys and PRE Social Media Channels
- Reporting and Research
 - Email Campaign Reporting
 - Survey Reporting and Trends
 - Google Analytics Reporting
 - Social Channel Reporting
 - Social Media Content Trends, Searches, and Audits
- Content Creation/Management
 - Light Graphics Editing
 - Light Video/Motion Graphic Editing

Qualifications:

- Bachelor's degree or currently working towards degree
- Basic knowledge of graphic design
- Experience using MailChimp or similar email marketing platform
- Experience creating, evaluating, and reporting on objective-driven content campaigns

- Ability to meet deadlines in a fast-paced, dynamic environment
- Proven ability to collaborate with others
- Creative and strategic in nature with the ability to articulate new ideas
- Exceptional attention to detail and organizational skills
- Exceptional verbal and written presentation and communication skills