

St. Paul Pioneers Football

Adult Amateur Football

www.pioneersfootball.org

8472 Savanna Oaks Lane, St. Paul, MN, 55125



MARKETING & PROMOTIONS INTERN

ABOUT THE ST. PAUL PIONEERS

The St Paul Pioneers are a not-for profit organization, registered in the state of Minnesota. The team is run by a volunteer Board of Directors. None of the staff, coaches or players is paid for their services in any shape or form. All monies collected by the St. Paul Pioneers Football Club are reinvested into the organization for the purpose of advancing amateur adult football in the St Paul area – or are donated to an approved charity. The Pioneers were formed in 2002 and are currently members of the Northern Elite Football League. The Pioneers have captured seven championships in their first ten years of existence, including a national title in 2009 and the NEFL league championship in 2010, 2011, & 2013. The Pioneers believe in hard work, integrity, dignity, community involvement, and work hard to positively represent St. Paul and its surrounding communities.

MISSION STATEMENT

The mission of St Paul Pioneers Football Club is to build and sustain a successful, adult amateur community football team that creates a safe, competitive environment in which men 18 years and older can play football. Our goals:

- To develop and maintain an environment of encouragement, discipline, respect and pride.
- To strengthen our relationship with the St Paul community, which our football team serves, by giving back whenever possible through donations and volunteer time. As we continue to grow, we look forward to working with area schools, charities, and organizations through donations, volunteering and increasing community awareness.
- To provide the Twin Cities area with a low-cost, family-friendly source of fun and entertainment. The St. Paul Pioneers continually model and reinforce a professional atmosphere and attitude to ensure a positive experience for our fans and the community.

INTERNSHIP DESCRIPTION

The Marketing & Promotions intern reports directly to the chair of the Marketing Committee and is responsible for assisting with all team marketing and promotional activities. The Marketing & Promotions intern will work to tailor marketing campaigns to attract fans, sponsors, and athletes in a defined target market of consumers. This may include, but is not limited to: Working to expand the team's fan base through creative initiatives, actively seeking community sponsors and partnerships, implementing game day promotions, attending team promotional events, coordinating direct marketing campaigns, actively recruiting game day volunteers, and selling season tickets at specified events. The Marketing and Promotions intern will also play an integral role in game day operations. This position may include other duties as assigned by the Pioneers Board of Directors. This internship is a non-paying position.

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REQUIREMENTS

Interns must commit for a minimum of 16 weeks, or the length of the intern's school semester. Ideally, the intern would be able to begin in January and continue the internship through the middle of August (The end of the NEFL season.). Interns are expected to work a minimum of 10 hours per week. The marketing and promotions intern will be responsible for attending board meetings, team tryouts, practices, fundraising events, as well as home and away games. The internship will require availability on evenings and weekends and the availability to assist with special marketing projects and complete them as assigned. The ideal candidate will possess a strong work ethic, above average computer skills and a keen attention to detail. The intern must have reliable transportation.

APPLICATION PROCESS

Interested applicants should submit a letter of application, resume, and the names and phone numbers of three (3) references as part of the application process. The application information can be emailed to mark@pioneersfootball.org or mailed to St. Paul Pioneers 8472 Savanna Oaks Lane, St. Paul, MN, 55125. Review of applications will begin immediately and continue until the position is filled.

For more information on this internship opportunity, please contact Mark Heiser at mark@pioneersfootball.org or 651-300-4365.