



Sports Business Initiative (SBI) Student Internship - Multi Media

Position Title: SBI Intern – Multimedia

Time Commitment: 3–4 hours per week (unpaid, for professional development)

Duration: One Semester

Reports To: SBI Executive Member – VP of Marketing, Ava Cox

Overview

The SBI Internship program provides members with hands-on experience in the sports business industry. Each intern will focus on a specific area of the sports ecosystem, gaining practical skills, industry knowledge, and professional mentorship from SBI executive members.

This experience is designed to strengthen résumés, provide real-world project exposure, and prepare members to stand out in future applications and interviews within the sports industry.

Responsibilities

Intern responsibilities may vary based on focus area but generally include:

- Assistance in grabbing content (photos, videos, event footage) as requested.
 - Conduct basic analytics tracking for Instagram and TikTok (followers, engagement, reach).
 - Provide support on select posts (drafting captions, scheduling, or posting) as directed.
 - Brainstorm creative ideas when applicable/stay on trend.
 - Maintain a content library in a shared folder.
 - Participating in regular check-ins with SBI executive mentors.
 - Present findings (analytics/designs) and progress to the broader SBI team at designated intervals.
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Learning Outcomes

By the end of the internship, interns will:

- Gain specialized knowledge in marketing (how to create/gather content).
 - Develop communication, teamwork, and analytical skills.
 - Create portfolio-ready work (social media/marketing content).
 - Build a stronger professional network through SBI initiatives and industry exposure.
 - Enhance career readiness for internships and full-time roles in the sports industry.
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Qualifications

- Active paying member of the Sports Business Initiative.
- Strong interest in pursuing a career in sports business.
- Excellent communication, organizational, and time management skills.
- Ability to work independently and collaboratively.

- Eagerness to learn and take initiative.

Commitment

- 2-3 hours per week.
- Flexible scheduling to accommodate academic priorities.
- Attendance at bi-weekly check-ins.