



# 2024 MARKETING INTERN

## Description

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### About the Jacksonville Jaguars

The Jacksonville Jaguars are a professional football team and a member of the National Football League's AFC South Division. The Jaguars are one of the NFL's youngest franchises, playing their first regular season home game on September 3, 1995 in Jacksonville, Fla., and have since won four division titles. The Jaguars are owned by Shahid Khan, a visionary leader whose businesses include Flex-N-Gate, Fulham Football Club, All Elite Wrestling, Bold Events and Iguana Investments. Since 2012, Mr. Khan's impact on the Northeast Florida community has exceeded \$500 million, including charitable giving through the Jaguars Foundation, capital improvements to EverBank Stadium and the creation of Daily's Place, which hosts upwards of 40 concerts a year. The Jaguars and Iguana Investments recently opened the state-of-the-art Sports Performance Center (Miller Electric Center), which now houses all of football operations for the Jaguars, including players, coaches and other personnel. Over the next several years, the Jaguars and Iguana Investments will complete Phase 1 of the Shipyards, a reimagining of the riverfront which will include a Four Seasons Hotel and Private Residences, an office building and modernized marina, as well as begin additional projects to transform the area around the stadium into a year-round, mixed-use sports and entertainment district.

The Jaguars company values are Passion, Respect, Innovation, Dedication and Empowerment (PRIDE). The Jaguars believe in the importance of diversity, continual learning and transparency. We also understand the role that excitement, originality and fun play in the workplace. All of these ideas come together to build a strong and dynamic workplace culture. Because of this, we are dedicated to, and encouraged by, leading the way in developing a distinct and inclusive team.

### Summary

The Jacksonville Jaguars are committed to developing talent and interest in professional sports. An internship at the Jaguars will provide you the chance to explore your career interests, acquire marketable job skills while "learning the ropes" of the industry, establish professional contacts, and gain practical "hands on" experience while working at the highest level of professional sports.

Jaguars internships offer meaningful educational work experiences designed to meet your academic and career goals. Management and staff will teach and encourage, but it's up to you to bring an enthusiasm to learn. Through this program, you will identify learning goals and work with the Jaguars management to achieve those goals.

This internship will support the Marketing Brand and Operation verticals within the Jaguars Marketing department.

### More About Jaguars Marketing

In the wild, Jaguars lay claim to their domain to all outsiders by leaving lasting, deep scratches and menacing claw marks in surrounding terrain. It's a warning. This is our house. This is our community. And our domain—EverBank Stadium—is our jungle and should be the place where all opponents know they're in for a battle. But this community, this town, this team, have all long been counted out as underdogs and undeserving. It's that outside mentality that drives our hustle, and our willingness to do what it takes, with passion and energy—to scratch and claw—to prove the doubters wrong. Like the jaguar, it's how we make our mark, how we show our spots, take pride in our pride, and how we own that we're unequivocally DUVAL.

### What You Will Learn from Your Job Responsibilities

- Assist in implementation of marketing and advertising campaigns by preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations; updating calendars.
- Liaison between designers and other departments to ensure projects stay on time. Provide consistent project updates to broader team.
- Enhance and implement new processes as a part of Marketing Operations
- Promotions: Keeps promotional materials ready by coordinating requirements with graphics department; inventorying stock; placing orders; verifying receipt. Order promotional merchandise and work with suppliers on design and delivery.

- Sales: Provide support to sales department, including assistance in rolling out group ticket offers, attending group ticket distribution events. Assist in development of sales flyers and sales collateral. Supports sales staff by providing any additional sales data, market trends, forecasts, account analyses, new product information, relaying customer services requests.

## **Internship Qualifications**

### *Required*

- Must be eligible to receive college credit for the internship OR have graduated within 18 months of the internship start date.
- Flexible schedule for business needs and events
- Possess strong organization skills with attention to details
- Interest in Marketing and Project Management fields
- Passion for sports and live entertainment
- Ability to problem solve and create workable solutions
- Must display strong interpersonal, collaborative and communication skills
- Must be able to take initiative, be accountable to learning and tasks and work independently on projects from time to time.

### *Preferred*

- Pursuing a degree in Marketing or related field
- Experience working in the sports and entertainment marketing industry a plus
- Interest and knowledge of the social media landscape
- Copywriting experience

## **Other Details**

- Chosen Interns are responsible for personal accommodations, such as local housing and transportation.
- Internships at the Jaguars are paid positions.

**View <http://www.jaguars.com/careers/> to learn more about what it means to be a part of the Jaguars team!**

Applications are being accepted online only. Please do not call to apply for this position. Please provide complete information. An incomplete application may affect your consideration for this position. The Jacksonville Jaguars are committed to a policy of equal employment opportunity and will not discriminate against an applicant on the basis of race, color, religion, creed, national origin, ancestry, sex, age, disability, veteran status, genetic information or any other legally recognized protected basis under federal, state or local laws, rules, or legal requirements.

By submitting this application, you understand that you may be subject to a pre-employment drug test. You certify that the information in your application is true, correct and complete. You authorize the Jaguars and its representatives to contact your prior and current employer and other references and all others for purposes of confirmation of the information you have provided. You understand your application is subject to, among other things, your eligibility to work in the United States.

Any personal data (including any sensitive personal data) that you provide to the Jaguars as part of the recruitment process and/or otherwise for potential employment may be held and processed for the purposes of your registration, application and potential selection and in connection with any subsequent employment or placement at the Jaguars or any of its affiliates. That data may be retained and further processed for the purposes of matching your skills and qualifications to future positions, identifying you as a potential candidate for future positions, to inform you of future positions and analytics in respect of who applies for positions with the Jaguars. If you are selected for the opportunity for which you apply, your personal data may be used for the purposes of entering into a relationship with the Jaguars, including sending you correspondence or general information relating to the employment relationship. Your personal data may be disclosed to Jaguars affiliates and to third-party organizations providing services to the Jaguars. Your personal data will be retained in accordance with the Jaguars document retention policies and applicable laws.