



<b>JOB TITLE:</b>	Marketing & Brand Management Intern
<b>TYPE OF POSITION:</b>	Internship
<b>REPORTS TO:</b>	CEO & President
<b>LOCATION:</b>	Hawaii (virtual workplace)
<b>APPLICATIONS DEADLINE:</b>	May 31, 2021
<b>START DATE:</b>	June 1, 2021 (depending on student availability)
<b>INTERNSHIP DURATION:</b>	2.5 MONTHS (End August 15, 2021)

#### **OBJECTIVE:**

The objective of the Marketing & Brand intern is to contribute to the development and implementation to increase our brand awareness in the community. This will be done through administrative and creative support.

#### **ROLES & RESPONSIBILITIES:**

- General administrative support for Marketing & Branding, including writing copy for monthly newsletter, IGTV Direction.
- Assist with the development of marketing collateral.
- Assist with the preparation of outgoing advertising plans.
- Assist in the planning process of the OAHU LEAGUE marketing campaigns.
- Inventory management of all branding materials.
- Review Branding Guidelines and update as applicable.
- Attend Oahu League weekend matchdays.
- Assist with Sponsorship and Partnership activities.
- Other tasks upon request

#### **LEARNING OUTCOMES**

Selected candidates will develop essential skills and gain valuable experience within a team environment at a not-for-profit sports organization. These skills will assist the candidate in preparing them for life outside of the academic environment.

- Marketing
- Brand Management
- Campaign Management
- Event Planning
- Annual Marketing Plan – and Social Media in the Marketing Mix

## **OAHU LEAGUE**

Of Hawaii Youth Soccer Association  
*Kūhanauna (A Soccer Generation on the Rise)*

Phone: 808.352.0631  
Address: PO Box 1924 Aiea, HI 96701  
Email: [info@oahuleague.com](mailto:info@oahuleague.com)  
Website: [OahuLeague.com](http://OahuLeague.com)



## KEY ATTRIBUTES

- In pursuit of Post-secondary degree or diploma in related field (Marketing, Business Administration, Sports Marketing/Admin, or other related programs).
- Effective communication skills – written and spoken English
- Detail oriented
- Creative thinker
- Strong Team Player
- Initiative and ability to manage multiple projects and meet deadlines
- Love of sport

**COMPENSATION:** These positions are volunteer positions and are available for School Credit only. Applicants not in school may still apply to gain experience.

**HOW TO APPLY:** Please send a Cover Letter and Resume to Christopher Keem at [ceo@oahuleague.com](mailto:ceo@oahuleague.com) - citing the position title in the subject line. No telephone calls please. We thank all applicants for their interest; however, those selected for an interview will be contacted.

## HOURS

Typically, 10am-6pm three days per week depending upon college/university program requirements. Some weekends or evenings may be required.

## ABOUT OAHU LEAGUE OF THE HAWAII YOUTH SOCCER ASSOCIATION

With over 4,200 players registered annually, Oahu League is dedicated to the development of well-balanced, successful players at the competitive levels. The Oahu League values Inclusiveness, Intentional Skill Development of players, coaches, administration, match officials and volunteers, Family-Balance, and Life-Long Enjoyment of Sport.

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