



## Marketing & Communications Intern

### About the Opportunity

The HBCU Relays Experience (HRE) is seeking a motivated, detail-oriented, and strategic Marketing & Communications Intern to support the planning and execution of marketing initiatives for a premier Track & Field event rooted in community, culture, and competition.

This internship is ideal for a student or recent graduate interested in sports marketing, brand strategy, and event communications. The intern will assist with campaign development, messaging, and promotional efforts that drive athlete registration, ticket sales, sponsorship visibility, and community engagement.

This is a hands-on opportunity to gain real-world experience supporting a growing, mission-driven event that promotes scholarships, student-athletes, and community impact.

---

### Internship Details

- **Location:** Remote
- **Time Commitment:** Approximately 10–15 hours per week
- **Duration:** Term-based / rolling (aligned with academic credit if applicable)
- **Compensation:** Unpaid (for academic credit and/or portfolio development)

### Perks:

- College credit and/or portfolio-ready professional experience
- Hands-on involvement in a nationally growing track & field event
- Direct collaboration with the HRE leadership and marketing team
- Exposure to sports marketing, event promotions, and community engagement campaigns

**Eligibility:** Current college students or recent graduates.

---

### Key Responsibilities

- Support the development and execution of marketing and communications plans for the HRE
  - Assist with planning and implementing multichannel marketing campaigns (digital, email, print, and social media)
  - Create and edit email marketing templates, newsletters, and promotional communications
  - Draft compelling copy for emails, website content, press materials, and marketing campaigns
  - Conduct research on market trends, audience engagement, and best practices within sports and event marketing
  - Assist with content creation for blogs, email newsletters, and promotional materials
  - Support social media coordination, including scheduling posts, engagement, and basic performance tracking (as needed)
  - Collaborate with the marketing team on branding, messaging, and promotional strategy
  - Research comparable track & field events and marketing activities to inform strategic decision-making
  - Assist with community outreach and promotional initiatives leading up to and during the event
-

## **Qualifications**

- Current student or recent graduate in Marketing, Communications, Public Relations, Business, Sports Management, or a related field
  - Strong interest in marketing, communications, branding, and event promotion
  - Experience writing marketing copy, newsletters, or promotional content
  - Strong organizational and time management skills
  - Ability to work independently in a remote, fast-paced, event-driven environment
  - Excellent written and verbal communication skills with strong attention to detail
  - Proficiency in Microsoft Word, Excel, and PowerPoint (or Google Workspace equivalents)
  - Professional communication skills and a customer service mindset
- 

## **Preferred (Not Required)**

- Experience with email marketing platforms (Mailchimp, Constant Contact, etc.)
- Familiarity with Canva or basic design tools
- Interest in sports, live events, or community-focused initiatives
- Previous internship or event marketing experience