



## JOB POSTING

# Position: Sales & Marketing Fall Intern

### Summary

Are you an athlete or sports fan? Does everyone tell you you're a "People Person?" Field Lining and Painting Services is searching for a motivated undergrad fall sales and marketing intern, interested in growing our client base of youth sports organizations and school districts this fall. This intern will work closely with the owner to help grow this young, growing, sports-related business!

### Sales & Marketing Intern Job Responsibilities

- Report directly to an owner to assist in growing the business
- Sales Responsibilities:
  - Support owners in prospecting and lead gen; build sales lists in prospect categories
  - Conduct targeted email outreach, and make cold calls to setup meetings or close jobs
  - Initially shadow (Sept) and learn to close new business (Oct-Dec) without assistance
  - Earn commission for new business generated for fall and spring seasons
- Marketing Responsibilities:
  - Write copy for social media posts, promotional emails, and other marketing collateral
  - Assist in the creation of written, video, and image content for marketing channels
  - Participate in Marketing brainstorming sessions
  - Take part in informal training opportunities
  - Measure and report the results of marketing initiatives
  - Support ownership in the management of Google Ads or other digital initiatives
  - Attend tournaments, events, and trade shows to promote our brand and services

**Work Hours & Benefits.** This role is remote and part-time, with flexibility around school/coursework. We're paying \$12.50/hour base, plus 5% commission on new business closed for the upcoming season - the more this intern sells, the higher the earnings!

Interns will have a minimum of one in-person weekly meeting with an owner to ensure progress, learning and impact. We're a small business and this intern is poised to make a huge impact. As much as we want to help you learn about sales and marketing, we equally want to see you succeed in the future with impactful experience for your resume - and potentially the opportunity to return next season or full-time after graduation.

### Sales & Marketing Intern Qualifications / Skills:

- Self-starter with ability to work independently
- Excellent written and verbal communication skills
- Applied understanding of basic marketing principles
- Can demonstrate social media skills (Facebook, Instagram, Twitter, TikTok)
- Creative problem-solving skills
- Eager to exceed expectations and earn commission through sales
- Understands the youth and HS sports landscape including soccer, football, field hockey, etc.



**Education and Experience Requirements:**

- Bachelor's degree or currently working towards a bachelor's degree in marketing, business, or equivalent
- Successful completion of introductory courses in marketing, business, or equivalent
- Proficient with the use of Microsoft Excel and Google Workspace
- Prior sales experience is preferred, but not required

**Apply**

Email your resume to Scott Ely at [scott@fieldlining.us](mailto:scott@fieldlining.us). (Optional) Include a cover letter as to why you're interested in this work and what makes you excited about our business.

**Field Lining and Painting Services LLC**

We provide professional, turnkey, athletic field lining and painting services to public and private schools, colleges, professional teams and leagues, youth sports organizations, tournaments, public parks, municipalities, and individuals. Our staff shares a passion for sports and contractor service. We serve clients in Eastern PA, NJ, DE, MD, NY & DC. For more information, please visit our website at <https://fieldlining.us/>.

