

## Job Description

**Job Title:** Trainee  
**Reports To:** Sr. Experiential Executive

### Overview

aijlm Marketing Solutions is a sports and entertainment marketing agency headquartered in Atlanta, GA and certified by the Women's Business Enterprise National Council (WBENC). We work with Fortune 500 brands to identify, negotiate, manage, activate and measure sponsorship properties, events and other marketing assets to achieve desired business results. Our work extends across multiple sports and entertainment platforms including, but not limited to, MLB, MLS, NASCAR, NBA, NCAA, NFL, and PGA. We are passionate about bringing brands to life, establishing authentic connections with fans, and delivering flawless execution and best-in-class client service. We are looking for individuals who share our passion to join our team!

### Job Description

aijlm Marketing Solutions is hiring a **Sponsorship Marketing Trainee** to support the account team to plan and execute sponsorship and hospitality programs for multiple clients. This year-long program affords a foundational experience in a sports and entertainment marketing agency.

Trainee will support multiple account teams and activation programs, with exposure to B2C and B2B sponsorship strategies. Roles and responsibilities include, but are not limited to:

### Essential Duties and Responsibilities:

- *Account Services:*
  - Maintain comprehensive and organized inventory of activation components
  - Prep, pack, and unpack activation supplies pre- and post-event
  - Fulfill requests for promotional items as needed
  - Maintain measurement reports
- *Activation Support:*
  - Update brand ambassador talking points and training documents
  - Serve as onsite lead at select client activations
  - Monitor property event calendars to identify key activation opportunities
  - Participate in program ideation
  - Participate in development of leveraging plans for key programs
  - Assist with fulfillment of client programs
- *Hospitality Support:*
  - Research and recommend lodging and off-track activities for client programs as needed
  - Compile and distribute guest confirmation packets as required
  - Support ticket allocation and distribution efforts
- *Business Development:*
  - Support agency business development and networking efforts through research
  - Identify networking and/or speaking opportunities for agency personnel
  - Research and share industry trends and best practices
- *Social Media:*
  - Collaborate with account teams to maintain active and engaged presence on agency social media channels

### Additional Duties and Responsibilities, not limited to

- Agency Operations
  - Answering phones, greeting visitors in a professional manner
  - Support the overall operational efforts of the agency, as assigned
  - Support the administrative needs of the CEO and executive leadership team, as assigned
  - Maintain agency activation calendar

- Maintain client and vendor contact lists, assisting with client gifting and recognition
- General Office:
  - Assist with maintaining an orderly office
  - Assist with maintaining agency supplies, equipment, and materials
  - Provide administrative support to agency leadership as needed

#### **Term**

- Traineeship term is June 2019 – June 2020

#### **Education, Experience and Qualifications**

- 4 year college degree
  - Sport Management, Event Management or Marketing degree preferred
- 1-2 years experience in sports, hospitality, or event marketing
- Passion for sponsorship and/or event marketing
- A passion for client service
- Ability and willingness to travel up to 30%
- Ability and willingness to work evenings and weekends

#### **Required Skills**

- Strong written, presentation, and verbal communication skills are necessary
- Detail oriented
- Proficiency in all Microsoft Office applications including but not limited to PowerPoint, Word and Excel
- Must be a resourceful self-starter who can operate with minimal supervision
- Ability to lift 50 pounds
- Ability and willingness to stand for up to 6 hours
- State-issued driver's license in good standing

#### **Company Culture**

ai|jm encourages an energetic, fun environment. While individual work is valued and needed, there is also opportunity to work together in small groups and account teams. We expect the highest quality of work and a commitment to excellence.

#### **Compensation**

Compensation for this position includes a monthly stipend based upon a mutually agreed upon work schedule. College credit also available, pending collegiate requirements. Trainee is eligible for all holidays throughout term and PTO days will be accrued per agency policy. Trainee is a 12-month contract position.

Interested candidates should apply online at <http://bit.ly/JoinTeamAIM>