

# **GREEN BAY PACKERS, INC.**



**Title:** SALES & BUSINESS DEVELOPMENT INTERN

**Department:** Sales & Business Development

**Classification:** Non-Exempt; Hourly

**Level:** Level 7; Intern

**Location:** Internships are offered in the Green Bay, WI and the Milwaukee, WI offices.

**Reports to:** Sales & Business Development Staff

**Supervises:** This position has no supervisory responsibilities.

## **JOB DESCRIPTION**

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### **Summary/Objective:**

The Sales & Business Development Department is responsible for generating revenue for the Green Bay Packers organization through the sale of corporate sponsorships. The department is also responsible for managing the relationships with corporate partners. Interns will be responsible for assisting the Sales & Business Development staff in day-to-day operations of the department. This includes, but is not limited to: client / partner relations, inventory management and the planning and execution of special events. Interns may be asked to work nights, holidays and weekends as needed. Attendance is required for all applicable home games, training camp and marquee events (i.e. Family Night).

This is a paid internship and entails 40+ hours during the work week (Monday-Friday). Interns must be present in the office (internship cannot be completed remotely). The approximate timeframe for this position is one full year starting in early to mid-May 2019 through June 2020 and official start/end date is subject to change and will be dictated by the Packers.

### **Job Responsibilities:**

- 1) Prepare Sales & Business Development documents for clients. Examples may include: sales decks, proof of performance and activation plans.
- 2) Join Sales & Business Development staff at select meetings with partners.
- 3) Assist the Partnership Services team with fulfillment of corporate partnership assets.
- 4) Assist with day-to-day Sales & Business Development administrative needs.
- 5) Assist with client hospitality on game days, training camp and special events.
- 6) Assist with the coordination of various Sales & Business Development activities during training camp, including, but not limited to: client hospitality visits, signage and sponsor activations.
- 7) Assist with coordinating, planning, and executing special events. Examples include: Corporate Luncheon Series, training camp, 5K Run, Family Night, Festival of Lights, player appearances and partner events.
- 8) Assist with coordination and execution of Sales & Business Development game day elements. Elements may include: client hospitality, contests/promotions, client activations/displays, etc.
- 9) Work closely with the Game Entertainment Intern on coordination and execution of game day elements.
- 10) Assist Sales & Business Development and Game Entertainment staff with promotions on and off-field on game days.
- 11) Daily computer work, power point documents, spreadsheets, etc.
- 12) Other duties as assigned.

### **Qualifications:**

- 1) Undergraduate degree (junior status minimum) in related field.
- 2) Previous work experience in sports marketing and/or sports marketing events outside of classroom work required. Example: internship / volunteer time with a sports team or athletic dept.
- 3) Internship and/or part-time experience with other sports teams preferred.

- 4) Above average communication skills.
- 5) Must be able to work independently and as part of a team.
- 6) Must be able to handle various projects at one time while performing at a very high level.
- 7) Ability and willingness to work non-traditional hours, within a team environment.

**Physical Demands and Work Environment:**

- 1) Ability to sit for extended periods of time.
- 2) Ability to walk and stand for extended periods of time throughout the day.
- 3) Ability to lift and carry up to 20 pounds.
- 4) Ability to reach, stoop, and lift on a frequent basis.
- 5) Ability to focus on projects for periods of time.
- 6) Operates in a professional office environment.
- 7) Role routinely uses standard office equipment.