HHS Sports Marketing & Management Internship

Highlands High School is looking for motivated student(s) who are considering majoring in Sports Marketing or Management in college and want real-world experience that will set them apart during the application process. The selected student will be responsible for supporting HHS Athletics, including event operations, marketing & communications, sponsorship management, and administrative support.

This is a part-time position to include about 4-5 hours per week (one class period of work to be conducted either at HHS or at the FTEF BirdHouse @ 2504 Memorial Pkwy).

- Promote athletic events in the community
    - manage Highlands Athletics website, social media, and school marquee updates
    - collaborate with journalism and film students for reels, high-quality and relatable photos, caption writing for social media and PR
    - Identify team and student-athlete stories for district
- Help improve Game Day atmosphere by organizing in-game event programming (team/ individual recognition, reunions/ alumni, BirdWalk coordination, crowd engagement opportunities (games, music), etc)
- Work with AD office to create a weekly update of athletic & school news/ events for PA announcers
    - Team/ individual recognition
    - Special performances
    - reunions
    - comprehensive calendar of events
    - partner updates (FTEF, HHS Alumni Association, Boosters, FTJFL, coaches, etc.)
    - sponsor recognition
    - how to get updated information
- Manage sponsor recognition; maintain master list of sponsors and ensure adherence with sponsor benefits
- Compile, organize, and share/ communicate athletic-related accomplishments (team, individual, coach, etc.) through web, social media, and print communication
- Trophy & trophy case management/ organization
- Assist and collaborate with HHS Athletic department with assigned tasks as necessary