Internship Position in Sport Marketing

About Us:
NewFacet International is a start-up company based in Madrid that is introducing a new paddle sport called “Pickleball” to Spain and Europe. Pickleball is a mix between tennis, pádel, ping pong and badminton. The sport is growing rapidly throughout North America but is currently not well known in Spain and Europe.

Internship Position:
We are looking for an intern that is interested in working with us to help develop and execute the strategy of introducing the new sport to Spain primarily, as well as other European markets (though Spain is the focus initially). The work will focus on the following:
1) Work with other members of the Spanish Pickleball Association and International Pickleball Federation.
2) Help to organize and execute Pickleball tournaments in Madrid.
3) Help to manage and promote our “Pickleball Club” in Madrid (in the Retiro Park) where people can learn how to play and have classes on a weekly basis.
4) Help to organize Pickleball demonstrations, clinics and classes.
5) Help to communicate with the media (television and newspaper).
6) Help to communicate with potential sponsors.
7) Help to create a buzz marketing strategy.
8) Help manage the “Pickleball Ambassador” program which consists of getting enthusiastic Pickleball players around Spain and throughout Europe to promote the sport in their area.
9) Help to communicate with schools and tennis and padel clubs to inform them about Pickleball.
10) Help organize tourist activities for Pickleball players who visit Madrid.

Flexible Work Hours:
The work location and hours will be extremely flexible. In other words, most of the work can be done wherever you can connect to the Internet and during whatever hours are most convenient for your schedule. Some of the work will require being at the sport center wherever we are demonstrating Pickleball or organizing a Pickleball tournament. All will be in Madrid.

The internship is not paid.

Qualifications:
At least some interest and experience in sports. Fluent English required. Fluent Spanish is a big plus, and ability to speak any additional European languages is also a plus.

To apply, send your resume to bolsatrabajo-madrid@slu.edu