

BRAND MANAGEMENT INTERN JOB DESCRIPTION

Who We Are

Richards Sports + Entertainment is different. We're more than just deal makers. We believe sports and entertainment programs are an important part of an overall brand strategy, and should be treated with as much creativity and discipline as any other marketing tactic.

Our clients agree. They all appreciate the power of branding and the importance of clarity, consistency, and conviction of the brand promise at every touchpoint.

That's why they leverage our experience and skill set—ranging from strategy and creative to activation and measurement—to develop innovative, built-to-suit sports and entertainment marketing programs designed to achieve their brand and business objectives.

We exist to endear brands to fans.

What We're Looking For

We're looking for students who are passionate about and knowledgeable of sports and entertainment marketing.

You must have strong communication skills, be detail-oriented, and generally buttoned-up. But that's just the beginning. We want strategic thinkers—people who see the big picture and can identify opportunities, overcome problems, and help create and execute sports and entertainment marketing programs that are both valuable and effective for their respective brands.

We're looking for self-starters. People who've demonstrated their interest in sports and entertainment marketing while in school—not just by taking classes but by being active in professional organizations, other internships, and anything else they can think of to get experience.

We're also looking for leaders. People who can inspire confidence and motivate others—skills that are essential to working effectively with your peers at the agency.

You don't have to be a sports marketing major, but you must be able to demonstrate that you've taken the initiative to set yourself apart from the many candidates who apply each year.

Last, and most important, we're not looking for candidates who are simply interested in an internship. We're looking for candidates who are interested in a career.

Our Expectations

Interns at Richards Sports + Entertainment are expected to become an integral member of the team. They are treated no differently than other full-time brand management employees insofar as they are given the level of responsibility that their experience, work ethic, and personal initiative afford them.

As an intern, you'll work on a variety of clients and projects. You'll be expected to attend staff meetings and creative brainstorming sessions whenever possible. You'll also have ongoing projects that you'll be responsible for completing and opportunities to demonstrate your public speaking and writing abilities.

In addition to your daily responsibilities, there will be a seminar series and a checklist of tasks to ensure your exposure to other disciplines.

Before your internship is complete, we feel confident that you will be able to honestly and intelligently answer the question, "Are brand management and Richards Sports + Entertainment right for me?"

Compensation

Different from many agencies, all interns at Richards Sports + Entertainment are paid an hourly salary. Compensation adjustments are made based on your level of studies. No housing, transportation, or health benefits are provided.

Recruiting Process

To qualify for an internship, we simply ask that, if you're in an undergraduate program, you be a junior or senior in college credit hours. Graduate students at any level may also apply for an internship. You must be able to work a minimum of 40 hours per week for 10 weeks. (Internship begins on May 17, 2010.)

If we are currently recruiting at your university and you submit your cover letter and résumé, we may request an interview. In that case, you will be interviewed via phone with one or two brand management representatives.

Select individuals will then be invited to the agency for follow-up interviews. This will generally be a one- or two-hour meeting. During your time here, you will interview with seasoned brand management members.

In most cases, final selections and offers for internship positions are made four or five weeks before the start of the internship semester (April for summer).

Additional Information

For more information, contact:

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To submit a résumé and cover letter:

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