

STUDENTS ASSISTING BUSINESS

Internship Opportunity

Market Research and Planning Intern –(SAB 2021-6)

Company: Seattle Seawolves

Timeframe: Start Immediately

Stipend: \$20/hour, maximum 50 hours

Available to: juniors and seniors in the Milgard School of Business

Priority application date: Monday, July 15 at 5 pm

Interested? Email your resume and a letter of interest to semert@uw.edu; tkuljam@uw.edu



ABOUT SEATTLE SEAWOLVES

The Seawolves' ownership group is led by Seattle-based entrepreneurs Adrian Balfour and Shane Skinner. The organization strives to develop, cultivate and expand the sport of rugby in the US while empowering family, tradition, respect and a spirit of inclusion both on and off the pitch. The Seattle Seawolves aim to foster a winning culture by enabling its members to meet their true potential while pursuing excellence in the Major League Rugby competition. Community outreach is a key tenet of the Seawolves' philosophy, and the organization strives to continually help to enrich and give back to the greater Seattle and Pacific Northwest areas.

Website: <http://www.seattleseawolves.com/>

MARKET RESEARCH AND PLANNING

Job Overview: This position will help Seattle Seawolves to determine its marketing position, planning and customer identification.

Reports to: Brian Jones, President

JOB RESPONSIBILITIES

- Creating a current fan and prospective fan identification
- Cross identification of fans (similarities with other sport fan bases)
- Stadium use potential
- Make recommendations based on research of above
- Based on that information, help develop a marketing plan including a combination of web, print and social media to ensure proper messaging to the proper target market.

DESIRED SKILLS AND EXPERIENCE

- Excellent research skills.
- Excellent organizational skills.
- Efficient with Microsoft Word and Excel.
- Excellent communication skills. Both verbally and written
- Self-starter, comfortable working independently.
- Ability to work remotely.
- Ability to meet deadlines.
- Ability to own a project while accepting guidance and direction.

NICE-TO-HAVE SKILLS AND EXPERIENCE

- Market research experience
- SWOT analysis training
- Market planning experience

TO APPLY

All work will be done on a project basis upon hire for a total of 50 hours per quarter at \$20/hour (stipend). Priority will be given to applications received by July 15, 2021 at 5:00 PM. To apply, email your resume and a letter of interest to semert@uw.edu and/or tkuljam@uw.edu

ABOUT STUDENTS ASSISTING BUSINESS (SAB)

SAB is a program of the Milgard School of Business (MSB) designed to help area businesses restart, recover and re-energize. Under the supervision of Milgard instructors Rachel Vaughn, Thomas Kuljam and Stan Emert, upper level business students will use their skills in Accounting, Analytics, Finance, Management, Marketing, and Corporate Social Responsibility in post COVID-19 recovery.

Specific problems expected to be encountered are:

1. Understanding consumer patterns and trends
2. E-commerce and social media
3. Business plan writing
4. How to enhance your digital marketing and increase sales
5. How to save costs and make your operations more efficient
6. Human resource management issues
7. Funding and finance challenges