



2018 Red Bull Global Rallycross Internship Program Sales & Marketing Intern (In Race Market)

Dates: Up to 15 weeks preceding the Red Bull GRC event in that market

Hours: Part-time, flexible, in-market. Plus three to four days on-site at the race event

Location: In-Market

Compensation: Non-Paid Internship, may apply towards college credit + commission on local sponsorship and group ticket package sales

Other: Intern must provide laptop for use during the internship dates.

Job Description Overview

Red Bull Global Rallycross is looking for the next ambitious team in the _____ market player to join our amazing team. Over the last years, our company has grown and even though we are still considered a smaller company, we are leading the way in the motorsports industry.

Intern will work closely with the Red Bull Global Rallycross Director of Partnerships to learn about the business of a global motorsports series. Interns will assist in every department of Red Bull Global Rallycross, which include event marketing and sales.

Desired Skills/ Competencies

- Ability to reach out to and garner interest from local media outlets about the upcoming Red Bull GRC Event
- Ability to prospect and reach out to area companies that may have interest in group ticket packages, VIP experience packages, or race sponsorships
- Attention to detail
- Excellent organizational, interpersonal, and written/verbal communication skills
- Team Player
- Positive Attitude

Roles & Responsibilities

- Assist in the coordination of marketing, promotional and grassroots initiatives
- Communicate with area media and local influencers in the months leading up to the event to drive awareness before the larger push in the preceding month of the event
- Reach out to area companies, enthusiast groups, and car clubs about group ticket packages, VIP Experiences, and event sponsorships. Commission opportunity on all sales to these groups.
- Support the fulfillment of sponsorship deliverables and help implement sponsorship contracts
- Plan and create unique grassroots marketing initiatives with the goal to distribute promotional materials and drive brand awareness
- Outreach to area military organizations and schools in each race market
- Learn online ticket sales process and system

Requirements of the Position

- Report to Jeff Swoboda
- Discretion, confidentiality, poise in pressure situations, ability to maintain proprietary information, stamina and a sense of humor are hallmark traits of a successful team member.

How to Apply?

For any interested applicants, please send resume and cover letter to the email below to be considered for an internship position. **Please indicate which internship(s) you are applying for in the subject line of your email.**

careers@redbullglobalrallycross.com.