



Social Media / Marketing Intern

Conqr Endurance Group, a subsidiary of McCourt LP, is a global endurance brand that channels the vibrancy of Los Angeles into experiences for individuals and communities to exceed extraordinary limits. Our employees are professionals with extensive experience in designing, marketing and executing first-class endurance events and experiences.

The Skechers Performance Los Angeles Marathon is the flagship property in the Conqr Endurance Group event portfolio. Additionally, Conqr Endurance Group produces the Santa Monica Classic 5K/10K, the LA BIG 5K and the Pasadena Half Marathon & 5K at the Rose Bowl, with the inaugural event slated for January 22, 2017.

Position resides in the Marketing Department. This position will assist the Senior Manager, Marketing & Communications in the execution of the overall communications plan, public relations efforts, social media and event branding.

We are looking for an enthusiastic, well-spoken student eager to gain tangible experience in the sports industry. The successful candidate will be passionate about the endurance sports industry, business development and building relationships. At Conqr, we value talent, strong work ethic, positivity, accountability and resilience.

Major Responsibilities (including but not limited to):

- Assist in the implementation of the 2016-17 marketing plan via promotions, social media, direct marketing and activations.
- Support marketing initiatives with the creation of original, inspired content for social media platforms and Conqr event websites.
- Assist with production and design components of communications efforts on Salesforce Marketing Cloud.
- Oversee the compilation and production of the 2017 Skechers Performance Los Angeles Marathon media guide.
- Aid the marketing team with public relations efforts including credential distribution, press conference coordination and special projects.
- Provide support for the 2016-17 Conqr Endurance Group Ambassador Team, including coordination of volunteer efforts and weekly communications.
- Other duties as assigned.

Key Role Requirements - Skills and Experience:

- Ability to work weekends as needed, and extended hours on event weekends: January 21-22 and March 18-19, 2017.
- Knowledge of, and interest in running/endurance sports a plus
- Sports marketing or event management experience preferred
- Positive team-player, willing to learn and interested in working at a growing, dynamic organization
- Excellent working knowledge of Microsoft Office applications
- Must have working knowledge of Adobe Suite and social media marketing tools

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Competencies:

- **Fostering Teamwork:** The ability and desire to work cooperatively with others on a team; interest, skill, and success in getting groups to work together cooperatively
- **Communication:** Expresses self clearly in conversations and interactions with others and in business writing to effectively reach the audience.
- **Results Orientation:** Prioritizes projects to meet required deadlines. Carefully manages several projects at once, focusing on the desired end result of one's work. Sets clear goals and expectations, tracks progress against the goals, ensures feedback, and promptly notifies his/her manager about any problems that affect his/her ability to accomplish planned goals
- **Building Collaborative Relationships:** The ability to develop, maintain, and strengthen partnerships with others inside or outside of the organization, who can provide information, assistance and support
- **Adaptability:** Adaptable to the changing nature of the business.
- **Analytical Thinking:** Approaching a problem by using a logical, systematic, sequential approach.
- **Thoroughness:** Ensures that one's work is complete and accurate. Carefully reviews and checks the accuracy of information.
- **Initiative:** An innovative, energetic and self-motivated attitude. Identifies what needs to be done and does it before being asked to or required by the situation. Does more than what is normally required in a situation
- **Stress Management:** The ability to keep functioning effectively when under pressure; remains calm under stress; can effectively handle several problems or tasks at once.
- **Demeanor:** Must have ability to represent LAM professionally as it relates to conduct, behavior and appearance/attire.

Term & Compensation:

- January 4, 2017 to March 31, 2017
- Full time; Monday through Friday with occasional weekends and additional hours during event weekends: January 21-22 and March 18-19, 2017
- Compensation: \$10 per hour

Qualified candidates are asked to email cover letter and resume by November 25th to ryan.cavinder@goconqur.com. Please, no phone calls.