



Field Marketing Intern – Ripken Baseball Aberdeen, MD/Pigeon Forge, TN/Myrtle Beach, SC

Diamond Kinetics

Diamond Kinetics' (diamondkinetics.com) enhances the games of baseball and softball by creating engaging experiences that help players improve and also have fun. We are the market leader in mobile motion technology and information that enables player development, superior equipment fitting, objective scouting and recruiting, and engagement-driven entertainment. We do this leveraging an exclusive license to issued patents from the University of Michigan and the University of Pittsburgh, deep technical expertise, key strategic partnerships and our love for the game.

Diamond Kinetics is a fast-paced, performance-driven company where responsibility comes fast and exceeding expectations is the expectation. The work is challenging but exciting, especially for those who love sports. We believe in stretching for growth as a company, and as professionals, and seek competitive, self-motivated people as teammates who do the same.

Job Function and Purpose

The **Field Marketing Intern** assists the Business Development team in managing all aspects of on site marketing to achieve Diamond Kinetics' business and brand goals.

Success in this role is defined by collaborating and supporting the Business Development and Marketing team's efforts to drive brand awareness, create affinity and engagement, and maximize revenue while enhancing the value Diamond Kinetics brings to it's partnership with Ripken Baseball.

Key Responsibilities

Execute Field Marketing Plans that Achieve Objectives

- Coordinate with event partner management and staff representing the company professionally
- Manage and execute field marketing campaigns, events and promotional programs
- Engage, educate, and sell to customers on site
- Build relationships with coaches and travel programs

Coordinate, Train and Supervise Staff

- Train and coach the event partner staff in execution of on-site activation, educating customers and answering their questions, and selling best practices
- Coordinate weekly schedules to ensure on-site activation staffing
- Create a team environment among the company and partner staff

Inventory and Financial Management

- Maintain, manage, and communicate product inventory
- Be responsible for the point-of-sale equipment and process

Identify, Recommend and Implement Process Improvements

- Quickly learn best practices and adapt processes to increase efficiency, sales, customer engagement, and overall brand activation
- Share best practices internally and with partner management
- Document experiments/experiences and discover which strategies are most effective

Support Digital and Social Strategies and Plans

- Support the centralized digital and social marketing strategy by coordinating with stakeholders and providing content
- Understand the brand strategy and maintain the brand voice

Competencies and Experience

Competencies Required

- Builds relationships internally and externally
- Customer-centric mindset
- Excellent listening and communication skills
- Extraordinarily organized, both personally and in coordinating groups of individuals
- Drives for results
- Efficiency in completing work, both in time and resource
- Ability to lead and motivate

Experience Required

- Pursuing degree in Sports Marketing, Business, Communications, or equivalent field of study
- Retail sales, customer service, or other customer-facing work experience
- Very tech-savvy – hardware, software, mobile apps
- Highly proficient in all social media platforms
- Personal interest in the sports technology industry
- Understanding and passion for the game of baseball

Additional Desired Experience

- Personnel management/supervisory experience
- Photography and videography experience
- Played competitive level amateur baseball or softball

Additional Information

- Unique, exciting opportunity to work in an angel/venture-backed growth company
- Requires work on weekends and holidays
- Involves working outdoors in unpredictable weather conditions including heat and humidity
- Requires physical activity including occasionally hitting and throwing a baseball at a high-school skill level
- Requires reliable own transportation
- Overnight travel is not required for this position
- Potential opportunity for extended internship doing ad-hoc work
- Diamond Kinetics is an equal opportunity employer

Please send your cover letter and resume to careers@diamondkinetics.com