

# Social and Marketing Internship

**Duration:** One Semester (Fall, Spring or Summer)

**Hours:** 10–15 hours/week

**Compensation:** Unpaid; for academic credit

**Positions Available:** 2

## Company Description

**CollegiatePB** is a platform dedicated to growing collegiate pickleball across the United States, supporting student-athletes, campus clubs, and emerging programs. Through digital media, community building, and partnerships, **CollegiatePB** highlights collegiate events, showcases teams and players, and provides resources for program growth and visibility. Committed to empowering one of the fastest-growing communities in the sport, **CollegiatePB** aims to enhance the connection and recognition of collegiate pickleball nationwide. With headquarters in Scottsdale, Arizona, the organization works closely with clubs, brands, collegiate tours and organizations to create opportunities on and off the court.

***Students involved in collegiate pickleball clubs or who have a strong passion for the sport are especially encouraged to apply.***

## Role Description

This is a part-time, remote role. As one of two Social Media and Marketing Interns, you will assist in planning and producing engaging social media content, managing online communities, and executing marketing campaigns. You will collaborate with the team to develop strategies that enhance brand visibility, promote collegiate pickleball stories, and foster engagement with target audiences. Additional responsibilities include coordinating digital campaigns, monitoring analytics, and contributing creative ideas for marketing initiatives.

## Qualifications

- Proficiency in Social Media Marketing and Social Media Content Creation
- Experience or knowledge in Digital Marketing and general Marketing practices
- Strong Communication skills, including writing, editing, and interacting with audiences effectively
- Familiarity with content scheduling tools and digital analytics platforms is a plus
- Passion for collegiate sports and pickleball is highly desirable
- Ability to work collaboratively and meet deadlines in a dynamic environment

- Currently pursuing a degree in Marketing, Communications, Sports Journalism or a related field is preferred

### **Learning Objectives**

By the end of the internship, students will:

- Understand how to build and grow a brand within a startup environment
- Learn social media strategy, analytics, and content best practices
- Gain experience producing multi-format content (reels, graphics, short-form copy, blogs)
- Develop research and storytelling skills tied to audience and market trends
- Strengthen collaboration, communication, and project management skills
- Build a portfolio of real-world work that demonstrates measurable impact

### **Supervision & Evaluation**

Interns will work directly with the co-founders of CollegiatePB. Weekly check-ins will include goal-setting, project reviews, and personalized mentorship. Students will receive written evaluations at the end of the semester for academic credit requirements.

### **How to Apply**

Email us your:

- Resume
- School & Major
- Confirmation that you can receive school credit
- Short note about what you'd like to work on
- (Optional) Links to any work, socials, or portfolios

**Email:** [info@collegiatepb.com](mailto:info@collegiatepb.com)