

## **FC Tulsa Work Experience Program**

**Job Title:** Digital Marketing Intern WEP

**Position Type:** Internship - For College Credit Hours Only

**Semester:** Fall, Spring, Summer, or Year-Long

**Location:** On-Site

### **Overview of FC Tulsa (FCT)**

FC Tulsa (FCT) is seeking a Digital Marketing Work Experience Program Participant. As part of the evolving Marketing Department at FCT, we are looking for an analytical and detail-oriented intern to assist in driving results across digital channels. Our goal is to strengthen the club's digital infrastructure, improve communication with fans, and optimize paid media performance. This role will work directly with the Marketing Team and provide a hands-on introduction to website management, email marketing, and paid campaign execution in a professional sports environment.

### **Position Purpose**

Under the direction of the Marketing Team, the Digital Marketing WEP supports the club's marketing operations by assisting with website updates, email communications, CRM management, and the monitoring and optimization of paid social media campaigns. The participant will play an integral role in ensuring consistent brand messaging and maximizing digital efficiency.

### **Duties & Responsibilities**

- Conduct research on current digital marketing trends, tools, and best practices.
- Assist with campaign planning, execution, and performance tracking across website, email, and digital advertising platforms.
- Support the updating and organization of digital assets and databases.
- Help maintain and update website content to ensure accuracy and consistency.
- Assist in evaluating paid and organic digital strategies, including social, search, and display.
- Compile reports and provide insights on fan engagement, digital reach, and industry benchmarks.
- Other duties as assigned

### **Qualifications**

- Participants must be working towards a bachelor's or master's degree in related field and/or training and must certify that they are able to receive college credit from an accredited college or university for their participation.

- Proficiency with Workplace apps such as Docs, Drive, Gmail, and Meet is a must.
- Experience with Adobe Photoshop, Illustrator, and/or InDesign is preferred.
- Interest in digital marketing analytics and willingness to learn tools such as Google Analytics, Meta Ads Manager, and CRM systems.
- Excellent verbal communication skills are required
- Positive attitude and strong work ethic are a must. Must have a “team-first” mentality with an eagerness to learn.
- Should be extremely organized and detail-oriented, with a focus on quality and consistency.
- Ability to work under deadlines and complete tasks in a timely and efficient manner.
- Knowledge of sports/soccer is preferred, but not required.

*We are an equal opportunity employer and all qualified applicants will receive consideration for the internship without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic prohibited by law.*