



Erie Commodores FC Men's NPSL Team

Erie, Pennsylvania | eriecommodores.com

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The Erie Commodores FC **NPSL Team** is a pre-professional men's soccer club competing in the National Premier Soccer League (**NPSL**). The club provides elite collegiate and aspiring professional players with a high-level competitive environment while serving as a platform for player development and community engagement in Erie.

Through matchday events, fan engagement, and community partnerships, the Erie Commodores aim to grow the sport of soccer locally while delivering an exciting game-day experience for supporters. Internship opportunities with the club offer hands-on experience in areas such as sports marketing, event management, media production, and operations, allowing students to gain practical experience within a professional sports organization.

Locations:

Remote and Office: 1917 West 8th Street, Erie, PA 16505

Matchdays: Mercyhurst University | Saxon Stadium - 501 E 38th St, Erie, PA 16546, US

Position Overview

The **Digital Marketing Intern** will support the execution and growth of the Erie Commodores digital presence across social media, web, content production, and fan engagement channels. This role is designed for individuals seeking hands-on experience in sports marketing, digital storytelling, and community-based brand building. Interns will work collaboratively with club staff on in-season content, matchday media operations, and off-season digital campaigns, contributing directly to the club's identity and engagement with supporters.

Key Responsibilities

In-Season Responsibilities (Primary)

- Assist with social media content planning, creation, and posting across platforms including Instagram, Facebook, X/Twitter, TikTok, and YouTube.
- Capture and edit photo and video content at training sessions, community events, and all home matches, ensuring timely turnarounds.
- Support matchday media operations, including:

- Live content capture (stories, highlights, behind-the-scenes)
- Score updates and real-time fan engagement posting
- Coordination with photographers, videographers, and broadcast personnel
- Assist in producing post-match recaps, highlight reels, graphic templates, and player-focused storytelling assets.
- Collaborate with internal staff on sponsor, and community event promotion through digital messaging.
- Monitor fan comments, DMs, and engagement metrics to support real-time audience interaction.

Off-Season Responsibilities

- Contribute to development of long-term marketing strategies and content calendars.
- Assist in creating brand storytelling campaigns that highlight players, supporters, staff, and club community impact.
- Support website updates and basic content maintenance (player bios, news posts, event pages, etc.).
- Work on sponsor activation deliverables, including social promotional campaigns and recap reporting.
- Organize and build media and content libraries (photos, videos, templates).
- Support early campaign promotion for ticket sales, season announcements, tryouts, and roster unveilings.

Skills and Qualifications

- Interest in sports, content creation, marketing, communications, or related fields.
- Familiarity with key social platforms and trends in digital fan engagement.
- Basic proficiency in Canva, Adobe Creative Suite, CapCut, Premiere, or similar editing tools (preferred, not required).
- Ability to operate a camera or smartphone confidently for content capture.
- Strong writing skills and ability to match brand tone.
- Detail-oriented, organized, and comfortable working in fast-paced environments.
- Ability to work nights and weekends during the playing season, and for events in the offseason.

Learning & Professional Development

Interns will gain experience in:

- Real-world sports media and marketing workflow.
- Content planning, production, and publication strategy.
- Understanding brand voice and community identity.
- Event and matchday operations in a professional sporting environment.
- Cross-team collaboration in a growing club structure.

- Portfolio-quality creative work across multiple platforms.

Compensation & Requirements

- This is an educational internship opportunity. Compensation structure may include academic credit, club gear, and professional development experiences.
- Reliable transportation required.
- Availability on home matchdays and select club events is mandatory.

How to Apply

Submit the following to katie@eriecommadores.com:

1. Resume
2. Any relevant work samples (social posts, photography, video, graphics, school projects, etc.)
3. Brief explanation of why you want to work in sports and digital media