



Spring 2017 PAID Internship/Part-time opportunity

Urban Innovation21 is a public-private partnership that boosts regional economic development through 21st century innovation-driven entrepreneurship. Urban Innovation21 is able to provide paid internships of students from Carlow University, CCAC, Duquesne University, and Point Park University with Innovative technology companies, community-based companies, non-profits and advanced manufacturing companies.

Intern Title: Marketing Intern

Company: Diamond Kinetics

Description: Diamond Kinetics (<http://www.diamondkinetics.com>) is actively commercializing are evolutionary new technology platform to improve player performance in both baseball and softball. Leveraging an exclusive license to issued & pending patents from the University of Michigan and the University of Pittsburgh, Diamond Kinetics is able to provide real time quantitative data, mechanics feedback and training guidance to drive performance improvement. We provide all of this via mobile and web applications in an effort to create a dynamic new community for players and coaches centered around motion data.

Location: Pittsburgh

Tentative Start Date: January 2017

Internship Description:

The **Marketing Intern** assists the Commercial Team in the successful development and implementation of marketing tactics and supporting customers and partners to achieve Diamond Kinetics' business and brand goals. Success in this role is defined by collaborating and supporting the team's, as well as partner programs /influencers', efforts to drive brand awareness, create affinity and engagement, consistently deliver the brand strategy, maximize brand revenue and always be a step ahead of the competition. It is our desire for this role to be a longer term internship. There is potential opportunity for the role to convert into a full-time internship over the summer, perhaps extending into the fall on a part-time basis.

Responsibilities:

- Support the digital and social marketing strategy, coordinating with stakeholders across the organization
- Assist in updating and maintaining the organization's digital presence, through graphics and video
- Collaborate with team members to develop and manage marketing assets to support partner programs/influencers
- Execute the brand voice and graphic standards across digital and social executions
- Write and support development of marketing copy for digital and social channels
- Assist in internal product testing and facilitating external product usage as needed

Qualifications:

Pursuing a degree in Marketing, Communications, Graphic Design or equivalent field of study

- Personal interest in the sports technology industry
- Experience in increasing customer satisfaction
- Skilled at creating and integrating multiple media formats across digital platforms (e.g. – video, graphic design)
- Applicable knowledge and application of SEO and SEM tools to drive sales and awareness
- Highly proficient in MS Office, WordPress, Photoshop (or similar tools), MailChimp (or similar tools)
- An understanding and passion for the games of baseball and softball

Bonus of Urban Innovation21 Internship Program:

- Professional development workshops available.
- Gain access to 1 on 1 professional development advisory mentoring service.
- Opportunity to attend networking events.

Pay: \$10 an hour; 120 hour internship assignment; maximum 15 hours per week

How to Apply: If interested, please email a resume to Alyssa Boehringer, at aboehringer@urbaninnovation21.org.

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