



INTERNSHIP POSITION DESCRIPTION

Title: American Volleyball Coaches Association Intern (*Sales & Marketing Emphasis*)

Reports To: Chief Partnerships Officer & Chief Strategy, Brand & Innovation Officer

Classification: Paid – Hourly; Remote (*In-office opportunities available if desired*)

Schedule: ~12 hours/week divided across 3-5 days (*Additional hours may be available*)

The American Volleyball Coaches Association (AVCA), located in Lexington, Kentucky, is seeking a creative and motivated intern for the Fall 2026 semester who is passionate about volleyball and interested in gaining hands-on experience in sports sales, marketing, branding, and sponsorship activation.

This internship provides a unique opportunity to contribute directly to the marketing and revenue-generating efforts of the AVCA, including promotion of the AVCA Annual Convention—one of the largest volleyball events in the world, attended by over 3,000 volleyball coaches from across all levels of the sport. Interns will work closely with AVCA's sales and marketing leadership, gaining behind-the-scenes exposure to sponsorship strategy, digital marketing, and brand partnerships in a national sports organization.

ESSENTIAL FUNCTIONS

Under the direction and supervision of AVCA staff members, the intern will learn:

Marketing & Promotion

- Assist in the creation and execution of marketing campaigns promoting the AVCA Annual Convention, AVCA education programs, and association initiatives.
- Develop and design marketing materials, including:
 - Email marketing campaigns
 - Personalized outreach communications
 - Digital advertisements and promotional graphics
- Support social media marketing efforts across AVCA platforms, including:
 - Organic content creation
 - Paid social media campaigns
 - Performance tracking and content optimization
- Assist with website content development, including:

- Convention-related webpages
- Promotional copy and calls-to-action
- Sponsor advertisements and digital placements

Sales & Sponsorship Support

- Support sponsorship sales, fulfillment, and activation for the AVCA Convention and association initiatives.
- Assist with sponsor communications and fulfillment, including logistics, deadlines, marketing assets, and onsite expectations.
- Collect and organize advertising and promotional materials for the AVCA Convention program and digital platforms.
- Support sales lead generation and database management
- Potential opportunity to attend the AVCA Annual Convention and assist with onsite sponsor activation and post-event reporting

GOALS

- Provide the intern with meaningful, hands-on experience in sports marketing, sales support, and sponsorship activation.
- Offer exposure to revenue generation and brand partnership strategies within a national sports association.

POSITION REQUIREMENTS

- Strong interest in sports marketing, sales, branding, or communications, particularly within volleyball.
- Creative mindset with attention to detail and strong organizational skills.
- Ability to manage multiple projects and meet deadlines.
- Excellent written and verbal communication skills.
- Working knowledge of Microsoft Outlook, Word, Excel, Canva and familiarity with digital marketing platforms is a plus.
- Remote interns must utilize a personal computer for job-related functions.