Internship Global Sports Marketing Football (m/w)
Cham (ZG), adidas Sport GmbH

For our department, Global Sports Marketing Football FIFA/UEFA, we are looking for an intern from February 1st 2018 until July 31st 2018.

Purpose:
Provide all necessary support to adidas FIFA/UEFA Managers to execute the contractual rights & obligations granted by FIFA/UEFA and support in the development and implementation of new concepts for both assets.

Main projects and tasks:

- UEFA Events (e.g. UEFA EURO2020, UEFA Nations League): administration, ordering process, fulfillment of marketing rights & obligations
- FIFA Events (e.g. World Cup 2018): support in the preparation & delivery of events
- UEFA Courses: administration, ordering process, overview
- FIFA Development Courses: administration, ordering process, overview
- Support on product proposals, ordering and administration of VIK delivery to events
- Independent administration, organization and handling of smaller FIFA/UEFA projects
- General support of adidas FIFA/UEFA Managers

Key objectives:

- Introduction to adidas Sports Marketing Football
- Introduction to product procurement and delivery
- Introduction to VIK support for FIFA/UEFA events
- Insights into international Sports Marketing structure
- Insights into UEFA/FIFA/adidas structure

Candidate profile:

- Background in business administration or sport management studies
- Fluent in German and English (written and oral)
- Strong MS-Office user knowledge, especially PowerPoint
- Independent, proactive, and committed work ethics
- Interested in the world of football
- Flexible
- Service-oriented
- Team player who enjoys working in an international environment

Please submit your application to sven.hinrichs@adidas.com