



PR & Marketing Intern, SweetSpot Group

SweetSpot Group, the organisers of The Tour of Britain cycle race and other leading cycling events, have an opportunity for a talented and proactive intern to join their busy PR & Marketing department on a paid internship

The role presents an exciting opportunity for someone looking to join a leading UK company in the sports industry, working on a wide portfolio of major cycling activities.

The position is a full-time role based at SweetSpot's Surrey offices and includes on event work, including some weekends, on events such as The Tour of Britain, Women's Tour and Tour Series.

The role is within SweetSpot's existing PR & Marketing team, working to deliver the promotional and marketing campaigns for the 2018 events, alongside the existing members of the team.

It is envisioned that the internship will be as a part of or towards a year's work placement as a part of a university course or other qualification and as such last for 12-months from May/June 2018 to Summer 2019.

This is an opportunity to work in a fast-paced and creative environment where a candidate will gain the experience of working as a part of the team delivering Britain's biggest professional cycle races.

Key responsibilities will include:

- Supporting PR team in conducting and planning promotional events
- Participating in planning sessions and contributing suggestions of content and strategy for both PR and Marketing campaigns around the events
- Helping to deliver marketing campaigns, in particular for SweetSpot's mass participation events
- Collating press coverage of SweetSpot's events and producing coverage reports following events and/or major announcements
- Drafting materials, including fact sheets and briefing notes
- Creation of periodic analytics and reporting for social media and website
- Creating and compiling event forms and materials
- Assist in dealing with media enquiries as a part of the press office team and management of the media accreditation system for events.

SweetSpot Group, Unit 1, Horizon Business Village, Weybridge, KT13 0TJ

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- Working with colleagues to assist in the delivery of sponsors' contractual rights and managing partner relationships to ensure they have required event assets on a regular basis
- On events the role will include assisting with the management of media and running of media centres, plus the creation of content for SweetSpot's own platforms.

The ideal candidate:

- Have, or be studying towards a degree or equivalent qualification, ideally in a relevant subject such as Sports Marketing, Sports Journalism or similar.
- Any previous experience of working in a PR and/or Marketing environment on sporting events, particularly cycling, would be considered advantageous.
- A real and unapologetic sporting fan, with a knowledge and/or passion for professional cycle racing in the UK would also be an advantage
- Strong organisational and time management skills with a high level of attention to detail very important to the role.
- Will be enthusiastic and able to work both individually and as a part of a focused team
- Confident and strong written English, with excellent grammar, spelling and accuracy
- Excellent IT skills, including knowledge of Outlook and MS Office.
- Based in or within travelling distance of SweetSpot's Surrey offices

To apply:

Please send your C.V along with a covering letter or email to media@thetour.co.uk including details of your availability.