



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

*At adidas, every day is a chance to flip the script.*

*An invitation to take everything we know and re-invent it.*

*Do it better. Never settling for good enough. Every day we get up, invent, adapt, improvise, find new ways to collaborate, and do the unexpected. We're creators, makers and doers. Helping athletes make a difference, not just in their games, but in their lives and in their world. It's an obsession.*

*We've been doing this for more than 65 years. With an unmatched history and tradition of creating iconic products, consumer connections and experiences, we've been defining sport culture since the beginning. And we're never done. Come be a part of shaping the future together with us.*

*Want to practice what you've learned at university? Do you want to experience hands-on what your dream job is like? Are you a sports lover who's ready to work in an international environment and take responsibility for your own projects? Then welcome to adidas.*

**For our department, Global Sports Marketing Football FIFA/UEFA, we are looking for an intern from February 4<sup>th</sup>, 2019 until July 31<sup>st</sup> 2019.**

### **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. Women's World Cup) 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](mailto:sven.hinrichs@adidas.com)**