



Marketing Intern

ABOUT THE CLUB

Minnesota Aurora FC is a community-owned women's soccer team based in the Twin Cities with over 5000 community owners across all 50 states and 19 countries. The team plays in the pre-professional USL W League, starring and featuring the best amateur and aspiring professional players from Minnesota and across the globe. The club is operated by a women-led front office and coaching staff.

OUR VALUES

Inclusivity: We uphold and defend the right for all people to live without hatred, violence, and discrimination by committing to and prioritizing equality in every decision we make.

Empowerment: We champion the advancement and freedom of women and gender-expansive individuals by investing in their greatness on and off the field.

Accessibility: We ensure soccer is for everyone by removing barriers and creating more equitable access to soccer for players and fans.

Transformation: We spark positive change in soccer, women's sports, and communities by fostering transparency, humility, innovation, and collaboration.

INTERNSHIP PROGRAM EXPECTATIONS

Interns are expected to participate in the organization, as is required of all staff in preparation for and during the season. Everyone is expected to be available for all home games, including pre-season exhibition games (early May) and post-season playoff games (weekends in July). In addition, there may be other events your department is leading for which you are expected to be in attendance and support (kit reveal, community owner events, inventory, season ticket-holder events, volunteer appreciation, and more).

Aurora FC understands that individual circumstances may differ, we expect clear and immediate communication if you are not able to attend an in-season event or game, or if you need to make schedule adjustments during a certain period of time.

In order to create the best possible environment where all parties are feeling supported to do their best work, engage in deep learning, and lead a balanced life, all interns are expected to participate in a regular one-to-one meeting with your manager and regular department meetings.



POSITION OVERVIEW

This internship is a part of the Minnesota Aurora FC program, creating opportunities for people historically underrepresented in sports to develop professionally through hands-on, meaningful work experience that directly supports the growth and development of the club.

PROJECT OVERVIEW

Title: Website Support and Digital Analytics

Manager: Maeve Gimpl **Department:** Marketing

Dates or Duration: mid-April - mid-July

Goal or Intended Outcome: Strengthen Aurora's digital home base, support an accurate and engaging website that drives fan engagement and revenue

Tasks:

- Update game info, news, rosters, promotions
- Assist with landing pages and seasonal updates
- Review site content for accuracy and consistency
- Support basic analytics and SEO tasks
- Update game day content and post-game recaps
- Assist with urgent sporting updates as needed

Title: Admin and Data Support

Manager: Maeve Gimpl **Department:** Marketing

Dates or Duration: 5/1-mid July

Goal or Intended Outcome: Build operational and analytical skills, help keep the marketing team organized and informed through data tracking and admin support

Tasks:

- Maintain Drive folders, shared documents, and calendars
- Collect and log marketing, ticketing, and engagement data
- Assist with reporting and insights
- Provide general admin support
- Collect game day attendance and promo data
- Support post-game reports and internal recaps

COMPENSATION

Internships with Minnesota Aurora are unpaid.

INTERNSHIP BENEFITS

- Join the staff of Minnesota Aurora FC and become a part of the team
- Participate in staff meetings and events

MINNESOTA AURORA

- Work on real and meaningful projects that immediately supports Minnesota Aurora FC
- One-on-one time with a front-office staff member
- Discounted merchandise
- Free training and education opportunities
- Opportunities to participate in other Aurora activities, as interested

INTERN AGREEMENT

Position Title

Full Legal Name

If this form is being completed by a person with legal authority to act an individual's behalf, such as a parent or legal guardian of a minor, please complete the following information:

Name of person completing this form

Relationship to individual who is subject to this release

Signature of person completing this form

Date