



CSM x NFLPA 2022 Spring Externship Overview

Organization & Experience Overview:

CSM is the sport and entertainment firm of the future specializing in connecting people with brands through their passions, and brands with rights' holders through their shared interests. We are looking for externs who embody our four core values of being Bold, Brave, Open, and Curious, and are motivated by creating end-to-end creative partnerships and actionable stories that come to life through experiences for people, brands, and leagues. We have four opportunities to choose from: Business Development, Consulting, Creative Strategy, and Property Sponsorship Sales and work across various industries including: sports, entertainment, food and beverage, technology, beauty, retail, media and more.

As part of CSM's Grassroots Program, we are actively seeking a variety of perspectives, personalities, backgrounds, skills, and talents to join our team.

This opportunity will be virtual and dates are TBD.

Job Description/Responsibilities:

We have four externship opportunities to choose from:

Business Development:

The Partner Development & Solutions Team is a creative group of marketers, storytellers and experience builders who serve as the first touchpoint into CSM for prospective clients. The fast-paced nature of our work makes for an exciting environment, where team members have the opportunity to work on proposals on behalf of clients across a variety of industry verticals. Our team is dually responsible for developing responses to clients' requests through creative proposals designed in Keynote, as well as generating new leads through creative outreach and Salesforce. Many of the ideas we pursue through brainstorming exercises have never been done before so above all else we look for ambitious, imaginative, problem-solvers with a healthy portion of competitiveness that will find a way to get positive outcomes out of un-charted situations.

The day-to-day role includes:

- Participating in unique brainstorms and team meetings
- Helping develop integrated marketing plans for industry leading brands, challenger brands, and innovative startups
- Attending meetings and participating in next steps
- Helping build pitches and business development proposals
- Conducting extensive brand research to support creative delivery of pitches and proposals

Consulting

The Consulting team is comprised of a group of management advisors. Their primary objective is to offer objective counsel that help brands and sport and entertainment properties advance their business goals and drive impact. Through a mix of thought leadership, global experience, analytical rigor and creativity, we seize opportunities for growth and address the challenges that matter most to our clients. As a member of the Consulting team, this individual will help to leverage quantitative and qualitative resources to uncover compelling insights and points-of-view in support of client-facing work, new business pitches, and CSM-proprietary reports for publication.



The day-to-day role includes:

- Assisting in the development of slides, perspectives, competitive research and strategic points of view for CSM clients
- Proactively seeking insights and innovations from inside and outside the global sport and entertainment industry to keep CSM staff and clients abreast with news and the implications therein
- Taping into resources/ tools available at CSM to derive insights from complex datasets
- Working with members of the team to create and develop infographics that help showcase key data for our clients and/ or target markets

Creative Strategy:

CSM's creative team is comprised of storytellers and problem solvers who develop the insights and create the ideas for the campaigns we produce

We are looking for a player who is passionate about building connections between brands and consumers through innovative storytelling and has a desire to learn the inner-workings of a fast-paced, international creative agency. This person will have the opportunity to contribute directly to the development of strategy and ideas for projects that range from stunts experiences, to branded content and fully integrated marketing campaigns for sport, entertainment, and brand clients.

The day-to-day role includes:

- Supporting our team of Strategists and Designers to produce industry-leading creative work
- Joining and contribute to brainstorming that aid in the development of creative ideas for new programs
- Assisting in researching, ideating, writing idea statements, and building presentations
- Keeping a pulse on cultural and industry trends through industry, vendor and competitive research
- Collaborating with cross-departmental teams, such as Partner Development, Consulting, and Properties

Property Sponsorship Sales:

The CSM Properties team represents global and national best-in-class rights holder clients to drive commercial revenue through strategy consultation and selling sponsorship assets, where the team acts as an extension of our retainer clients. As a key member of the Properties team, this individual will be responsible for learning how to support the Properties team with all facets of global and regional sponsorship sales. This position will gain first-hand experience working within a global network of industry experts as well as gain exposure to some of the world's most premier corporations and sport/entertainment organizations.

The day-to-day role includes:

- Working directly and collaboratively with team members to develop and implement sales strategy
- Participating during internal calls and meetings with different Properties account teams
- Supporting account executive functions which may include researching new prospects and categories, tracking sales activity, creating proposals, etc.



- Attending external calls and meetings with global associates, clients, and/or prospective sponsors

Schedule Overview:

Over the course of the externship, we'll give the player access and exposure to the inner workings of CSM. Each week we'll progressively build skills and knowledge, beginning with getting to know the organization week one and building to hands on work the final week.

Each week will include the following:

- Internal team meetings will allow externs to receive hands-on experience working on projects while also allowing the externs to provide insight from their personal experiences that will help inform the work that the team creates. Meetings include 1:1's with their supervisor, cross-department coffee chats, brainstorming and team status/planning sessions.
- Personal and professional development modules that will provide externs with tangible learning opportunities to better understand best practices within our industry while also providing them the ability to ask questions and network with people who may work outside of their assigned team
- Client account meetings where the extern will join in on current discussions with our clients to help provide them with client facing skills. The extern will join client calls, prep meetings, pitches, working sessions, and more

Desired Skills/Qualifications:

- Excellent written and verbal communication skills
- Passion for big, never done before ideas
- Pulse on culture, trends across industries, and an understanding of what is shaping consumer behavior
- Entrepreneurial spirit such as starting a company, social handle, networking community, portfolio of side hustles – whatever your passion is we're here for it
- Motivated self-starter with an eagerness to learn more about marketing, sales and sponsorship in the sports/entertainment industry

About CSM:

CSM Sport & Entertainment, part of the Chime Challenger Network, is a global integrated marketing agency. Bringing together leading industry experts, we offer a full range of services across sport and entertainment globally. Driven by a team of 750+ people in 25+ locations, our purpose is to pursue extraordinary, using the power of sport and entertainment to inspire a better world. Connecting with people through their passion points, we bring meaningful partnerships to life for both brands and rights holders and create unforgettable experiences for our clients.