



Organization & Experience Overview

opendorse – NFLPA Externship Information

Overview

Ready to help athletes from preps to All-Pros build and maximize the value of their brands on social media? Then opendorse, the social media activation partner of NFL players, is ready for you. This is not only an opportunity to expand your skillset beyond the field, but a chance to make a real impact within a company with a vision to help every athlete. This externship will expose you to the full scope of the athlete-driven media and marketing industry, offering hands-on experience in business development and account management alongside many of the top brands, teams, and leagues in sports. Like what you hear? Apply today.

Job Description & Responsibilities

Who we are looking for

opendorse is looking for a motivated individual with entrepreneurial drive and a passion for building relationships. This candidate will assist with selling and implementing our technology and managed service offering to brands, professional sports teams, and collegiate athletics organizations.

This role will report to the President, and working alongside our Account Executives, SDRs, and marketing team members, will help grow opendorse's pro sports team partner base by assisting new business pursuits – from initial outreach to qualifying, demonstrating products and services, positioning, presenting, negotiating, and closing of business.

Core Responsibilities

Business Development

- + Identify appropriate contacts, qualify and drive leads to sales pipeline
- + Demo opendorse's platform and capabilities to marketing teams at professional sports teams
- + Engage in discussions with potential clients through product demonstrations and presentations with prospects

Account Management

- + Brand strategy – develop understanding for your accounts and industry as a whole
- + Content strategy – concept recommendations for user campaigns



Desired Skills

- + Understanding of the sports, pop culture ecosystem
- + Ability to thrive in a dynamic, team-focused environment
- + Understanding of digital/social/sports landscape including trends, key players, terminology
- + Ability to take initiative, work independently, and manage up effectively
- + Ability to pursue goals, embrace feedback, and hold yourself accountable
- + Excellent communication and writing skills
- + Passion for building relationships and winning business

Schedule Overview

Standard business hours: M-F, 9am-5pm

Additional Assets

- + Culture at opendorse - [Video](#)
- + The new opendorse - how it works - [Video](#)
- + JuJu Smith-Schuster - how it works for athletes - [Video](#)