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Washington Football Team  
Human Resources  
21300 Redskin Park Dr.  
Ashburn, VA 20147  
October 15<sup>th</sup>, 20XX

Dear Hiring Manager:

I am excited to submit my application for the Brand Marketing Coordinator with the Washington Football Team. As a lifelong fan of the team, I have always wanted to play a role in engaging fans and was thrilled to see this position posted on LinkedIn. After speaking with Jordan Washington from the creative department I was inspired by the recent changes to the organization and knew that I wanted to be a part of this transformation. With my background in public relations and extensive experience communicating with a variety of stakeholders, I am confident that my skillset would benefit your organization.

When I first saw the press release stating that the Washington Football Team would retire the mascot and former name, my immediate thought was, "it's about time!" I then began to scroll through the comments on the twitter post and saw mixed feelings about the change. It was a firm reminder that people become emotionally attached to symbols and can cloud their perception of what they represent. I am proud to know that my favorite team has made this difficult but critical decision and I am excited for the opportunity to play a role in shaping the future of this organization's brand.

I am confident in my ability to manage social media campaigns and make marketing decisions based on consumer data. During my internship with Nike, I collaborated with a team of four other interns to create social media content for LinkedIn, Twitter, and Instagram based on the insights we gained from analyzing a year of data on customer interactions with previous posts. These new posts resulted in a 6% increase in traffic to our Twitter page. I then incorporated the results of this effort within the presentation for a new marketing plan which received high praise from all my supervisors and other Nike stakeholders. I am certain that my knowledge of creating targeted and effective social media content would allow me to connect with fans and keep them engaged during this process of rebranding.

Additionally, my variety of roles on campus working with a public relations firm and an advertising firm provided me the opportunity to hone my communication skills and work with people outside the typical public relations department. I have worked in creative departments, led event planning, and taken on important leadership roles in overseeing client needs with Allen Hall Media. As your team seeks an individual who can collaborate with a variety of stakeholders, I am confident in my ability to communicate with these partners.

I sincerely thank you for your consideration for this role. I am excited about the possibilities that are open the Washington Football Team and I would love to speak with you further about this position.

All the best,  
Malia Media

The “Coordinator – Brand Marketing” will be responsible for marketing planning that drives awareness, consideration and conversion of the Washington Football Team’s brand and product offerings. The person in this role will be responsible for collaborating across the organization to develop marketing plans and support Sales (Ticketing & Event) initiatives. This person will work closely with the communications/PR team, creative services, sponsorship, digital team and agency partners.

A successful candidate must be a forward thinking, creative individual who demonstrates a high level of communication, inquisitiveness and organization.

#### Duties & Responsibilities

- Provide day-to-day marketing support and guidance for departments across the organization
- Assist in creating messaging and content necessary to successfully execute marketing initiatives
- Develop and outline marketing plan(s) to ensure business goals and objectives are met
- Work cross-functionally to coordinate and manage execution of marketing plan(s)
- Collaborate with creative & content teams in development of assets in support of marketing plan(s)
- Analyze consumer insights and help build future strategies and product offerings based on learnings
- Assist in ensuring that all consumer touchpoints and marketing assets are effectively representing the Washington Football Team brand
- Measure and evaluate campaign results
- Manage and develop budgets

#### Requirements

- Bachelor’s degree in Marketing, business or related field
- 1-2 years of experience with consumer/event marketing
- General understanding of digital marketing (email, web and social media)
- Attention to detail, ability to think creatively and operate independently
- Team player with the ability to multitask and manage multiple projects simultaneously
- Must be a strong cross-functional worker and communicator
- Ability to work nights, weekends and events as needed

#### Reports To:

Brand Manager

We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.