PowerUp Fitness
Marketing & Operations Intern
Knoxville

About
PowerUp Fitness empowers youth through movement, learning, and fun. We provide instructor training with tailored youth fitness programs to schools, fitness centers, preschools, and youth-focused nonprofits through our three signature programs, PowerUp Fitness Classes, PowerUp Your School, and PowerUp Peanuts.

With a full suite of online training, lesson plans, growth tools, and program resources, PowerUp Fitness offer teachers, principals, childcare directors, and fitnesspreneurs the opportunity to provide high-quality programming in their own facilities and make kids' fitness fun.

In just five months, PowerUp has grown to more than thirty sites across seven states. We're on our way to PowerUp the nation.

The fitness industry is fast-moving and competitive, but PowerUp Fitness is the only brand of fitness programs designed just for kids, making it unique to the space. Our business model gives this fast-growing startup the opportunity to scale quickly and in a big way. As a member of the PowerUp Fitness team, you'll have the opportunity to work directly with the CEO, participate in key business operations and decision making, work in a flexible, energizing environment, and further develop your professional strengths with a company growing its nationwide impact.

Intern roles and responsibilities
- Develop digital media campaigns for each PowerUp program and its specific audiences
- Grow both Facebook and Instagram followings by 30%
- Build relationships with key advertising outlets and affiliated organizations
- Collaborate on the development of sales team training guidelines and processes
- Research and foster qualified sales leads (weekly number agreed upon)
- Services existing accounts, obtain orders, and establish new accounts by planning and organizing daily work schedule to call on existing or potential sales outlets and other trade factors.
- Monitor competition by gathering current marketplace information on pricing, products, new products, delivery schedules, and merchandising techniques.
- Participate in strategic planning conversations and collaborate on forecasting models.

Required qualifications
- A strong work ethic
- Ability to complete assigned tasks/projects independently
- Strong interpersonal and communication skills
- Experience with social media management or willingness to learn
- Proficient in Microsoft Office, Google Suite
Preferred skills

- Familiarity with HubSpot, Canva, and Wix preferred but not required
- Completed or currently enrolled in Advertising/Marketing courses
- Experience in sales, sales funnels, or lead acquisition or interest in learning