

## Hawks Internship Program For Student 2026/27 Apply Now

### Description

The Hawks Internship Program provides interns with a hands-on learning experience in a fast-paced and dynamic sports environment. Interns will have the opportunity to work in different departments, such as marketing, operations, sales, public relations, community relations, analytics, and more. Through this program, you will gain valuable skills and insights into the professional sports industry while contributing to the success of the Hawks organization.

### Responsibilities

- Collaborate with department teams to support various initiatives and projects.
- Assist in the execution of marketing campaigns, including social media content creation, digital advertising, and event promotions.
- Conduct research and analysis to support data-driven decision-making in areas such as fan engagement, ticket sales, and sponsorship opportunities.
- Contribute to game-day operations, ensuring a smooth and enjoyable experience for fans and attendees.
- Assist in community outreach programs and events, promoting the Hawks' presence and involvement in the local community.
- Support the development and implementation of sales strategies to drive ticket sales and fan engagement.
- Assist in media relations efforts, including press releases, media monitoring, and coordinating interviews with players and staff.
- Contribute to the creation of content for various platforms, such as articles, blog posts, videos, and newsletters.
- Collaborate with cross-functional teams to support special events, such as charity initiatives, fan festivals, and player appearances.
- Maintain a professional and positive attitude while representing the Hawks organization at all times.

### Qualifications

- Currently enrolled in or recently completed a relevant degree program (e.g., sports management, marketing, communications, business, etc.).
- Passion for the sports industry, particularly basketball, and a desire to pursue a career in the field.
- Strong communication and interpersonal skills to work effectively with colleagues, fans, and external stakeholders.
- Excellent organizational and time management skills, with the ability to handle multiple tasks and meet deadlines.
- Proficiency in using computer software and tools, including Microsoft Office Suite and social media platforms.
- Knowledge of analytics, market research, and digital marketing is a plus.
- Ability to work flexible hours, including evenings, weekends, and game days, as required.
- Demonstrated teamwork and a strong work ethic, with a proactive and solution-oriented mindset.
- Ability to adapt to a fast-paced and ever-changing environment inherent in the sports industry.

### Hiring organization

Hawks

### Employment Type

Intern

### Duration of employment

3 Months

### Industry

Govt

### Job Location

Pretoria, Gauteng, South Africa,  
0001, Pretoria, Gauteng, South  
Africa

### Working Hours

09

### Date posted

April 22, 2026

### Valid through

04.01.2030

- Knowledge of the Atlanta Hawks organization and familiarity with NBA basketball is an advantage.

## Job Benefits

- **Practical Experience:** The Hawks Internship Program provides hands-on experience in the sports industry, allowing interns to apply their knowledge and skills in a real-world setting. This experience can be valuable when pursuing future career opportunities.
- **Professional Development:** Interns have the opportunity to enhance their professional skills and gain industry-specific knowledge through training sessions, workshops, and mentorship programs. They can develop skills in areas such as marketing, sales, operations, analytics, and more.
- **Networking Opportunities:** Interns will have the chance to connect with professionals in the sports industry, including team executives, coaches, players, and other staff members. Building a strong professional network can open doors for future employment and collaborations.
- **Exposure to Various Departments:** Interns may rotate through different departments within the Hawks organization, allowing them to gain a comprehensive understanding of how the team operates. This exposure can help interns identify their areas of interest and discover potential career paths within the sports industry.
- **Personal Growth:** The internship experience at the Hawks can contribute to personal growth by developing important skills such as teamwork, communication, problem-solving, and leadership. Interns will have opportunities to challenge themselves, take on responsibilities, and learn from both successes and failures.
- **Access to Events and Games:** Interns may have the opportunity to attend Hawks games, events, and other team-related activities. This firsthand exposure to the team's operations and fan engagement activities can enhance the internship experience and create memorable moments.

## Contacts

- **Research:** Visit the Atlanta Hawks official website or other reputable sources to gather information about the internship program. Look for any specific requirements, application deadlines, and instructions.
- **Prepare your documents:** Update your resume to highlight your relevant education, skills, and experiences. Tailor your resume to emphasize any experiences or coursework related to the sports industry or the specific department you are interested in. Prepare a compelling cover letter expressing your interest in the internship program and why you believe you would be a valuable asset to the Hawks organization.
- **Contact the Atlanta Hawks:** Reach out to the Atlanta Hawks Human Resources department or the designated contact for internship applications. You can find their contact information on their website or through online searches. Inquire about internship opportunities, confirm application requirements, and obtain any additional instructions.
- **Submit your application:** Follow the application instructions provided by the Atlanta Hawks. This may involve submitting your resume, cover letter, and any other required documents through an online application portal or via email. Pay attention to any specific formatting or file requirements mentioned.
- **Follow up:** After submitting your application, consider following up with the Human Resources department to confirm receipt of your application and express your continued interest in the internship program. This demonstrates your enthusiasm and professionalism.

- Interview process: If your application is shortlisted, the Atlanta Hawks may invite you for an interview. Prepare for the interview by researching the organization, reviewing common interview questions, and practicing your responses. Dress professionally and arrive on time for the interview.
- Acceptance or rejection: Following the interview process, the Atlanta Hawks will inform you of their decision. If you are accepted into the internship program, carefully review any offer or agreement provided. It may outline the terms and conditions of your internship, including start date, duration, compensation (if applicable), and any additional requirements.