

GSSA Statewide Soccer Internship Program

Program Overview

The **GSSA Statewide Soccer Internship Program** is a **high-impact workforce development initiative** designed to create career pathways in **soccer management, governance, operations, coaching, and policy**.

Unlike traditional internship programs, this initiative **goes beyond administrative tasks**, providing interns with **real-world strategic projects, industry networking, and mentorship** that prepare them for careers in the **global soccer ecosystem**—including professional clubs, governing bodies, and sports business sectors.

Interns will be assigned to **GSSA headquarters or member organizations** (clubs, leagues, affiliates), depending on their specialization. GSSA will oversee **recruitment, placement, training, and evaluation**, ensuring each intern makes a meaningful contribution.

Program Goals

- ✓ **Create a professional workforce pipeline** for careers in soccer administration, coaching leadership, and governance.
 - ✓ **Leverage intern expertise** for strategic projects beyond basic admin work.
 - ✓ **Develop capstone projects** that allow interns to leave a lasting impact.
 - ✓ **Provide career mentorship & industry networking** with soccer executives.
 - ✓ **Prioritize diversity & inclusion** by recruiting from underrepresented communities, including HBCUs and Atlanta-based colleges.
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Internship Roles & Areas of Focus

Each internship track is designed for **high-potential candidates** looking for an impactful career start. Interns will work on **strategic initiatives** rather than routine tasks, making significant contributions to the soccer industry.

1. Soccer Business & Strategy Intern (GSSA HQ & Clubs/Leagues)

- **What They'll Do:**
 - Support **league & competition strategy**, long-term planning, and financial modeling.
 - Analyze **membership trends, revenue models, and club growth opportunities**.
 - Work with club leadership to develop **business plans and operational frameworks**.
- **Who Should Apply:** Business, Finance, Economics, or Strategy majors.

2. Soccer Operations & Logistics Intern (GSSA HQ & Clubs/Leagues)

- **What They'll Do:**
 - **Redesign and optimize event logistics** (tournaments, league operations, referee assignments).
 - Develop **workflow improvements** for game-day operations and facility management.
 - Work with clubs to **streamline operational processes** and regional growth strategies.
 - **Who Should Apply:** Supply Chain Management, Operations, Logistics, or Business majors.
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3. Policy & Governance Intern (GSSA HQ Only)

- **What They'll Do:**
 - Assist in **policy analysis and redesign** of league rules, bylaws, and governance models.
 - Research **best practices in soccer policy** (e.g., player development, coaching education, competition formats).
 - Develop recommendations for **DEI initiatives, compliance frameworks, and member dispute resolutions**.
 - **Who Should Apply:** Political Science, Public Policy, Law, or Sports Law majors.
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4. Coaching & Player Development Intern (Clubs/Leagues)

- **What They'll Do:**
 - Work **directly with DOCs and Executive Directors** to enhance **training methodology**.
 - Assist in designing **curriculum and player progression frameworks** for clubs.
 - Contribute to **coach education programs** and analyze player development trends.
 - **Who Should Apply:** Sports Science, Kinesiology, Coaching, or Education majors.
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5. Marketing, Communications & Sponsorship Intern (GSSA HQ & Clubs/Leagues)

- **What They'll Do:**

- Develop **strategic marketing campaigns** to increase club/league visibility.
 - Assist in **corporate sponsorship outreach** and partnership negotiations.
 - Oversee **social media strategy, content creation, and audience engagement**.
 - **Who Should Apply:** Marketing, Communications, Journalism, or Business majors.
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6. Data & Analytics Intern (GSSA HQ & Clubs/Leagues)

- **What They'll Do:**
 - Conduct **data-driven analysis** to improve membership trends and competition structures.
 - Develop dashboards and **visual reports** for decision-making.
 - Assist with **financial modeling and statistical research** to enhance club operations.
 - **Who Should Apply:** Statistics, Data Science, Business Analytics, or Economics majors.
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7. Event & Venue Strategy Intern (GSSA HQ & Clubs/Leagues)

- **What They'll Do:**
 - Support **large-scale event planning, tournament operations, and facility management**.
 - Optimize **scheduling, staffing, and event logistics** to enhance efficiency.
 - Develop long-term **venue strategy** recommendations for clubs and leagues.
 - **Who Should Apply:** Event Management, Sports Administration, Business, or Operations majors.
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Program Structure & Responsibilities

1. GSSA Responsibilities:

- **Recruitment & Selection:** Identify top candidates through a rigorous application and interview process.
- **Intern Placement:** Match interns with clubs or GSSA HQ based on skills and career goals.
- **Professional Development & Mentorship:**
 - **Orientation on the soccer business landscape.**

- **Monthly career talks** with industry professionals (MLS, USL, USSF executives).
- **One-on-one mentorship** with soccer executives, club EDs, or DOCs.
- **Evaluation & Certification:**
 - Mid-term and final **performance evaluations**.
 - Completion of a **capstone project** with recommendations for soccer growth.

2. Member Organization Responsibilities:

- Provide **meaningful projects** tied to **strategic club growth** (not just scheduling).
- Assign a **dedicated supervisor** for ongoing mentorship.
- Engage interns in high-level discussions on **club operations, business strategy, and governance**.

3. Intern Responsibilities:

- Commit to **10-15 hours per week** for **10-12 weeks**.
- Engage in **real-world problem-solving and strategy development**.
- Complete a **final capstone project** with actionable recommendations.

Program Timeline

Phase	Timeline	Details
Recruitment & Applications	May – June (Summer), Aug – Sept (Fall), Dec – Jan (Spring)	Open applications for college students and young professionals.
Intern Placement	July (Summer), October (Fall), February (Spring)	Match interns with host organizations based on skills.
Orientation & Training	1-Week Prep Before Start	Cover soccer industry insights, expectations, and role-specific training.
Internship Period	10–12 Weeks	Interns work 10-15 hours per week in their assigned roles.
Mid-Term Review	Week 5-6	GSSA conducts check-ins with interns & clubs.
Final Presentation & Program Wrap-Up	End of Term	Interns present their capstone projects , receive evaluations, and gain certifications.

Why This Internship Matters

✓ **For Interns:** A **career launchpad**, not just an experience—offering **mentorship, real projects, and professional networking**.

✓ **For Clubs & Leagues:** Access to **highly skilled interns** who drive **real operational and strategic improvements**.

✓ **For GSSA:** Strengthens Georgia's **soccer infrastructure, talent pipeline, and operational efficiency**.
