

UAB BLAZERS MARKETING INTERN

The UAB Athletic Department seeks qualified applicants for marketing intern positions. Applicants will be given a tremendous amount of responsibility within a rapidly growing athletic department that plays at the highest level of NCAA competition.

RESPONSIBILITIES

These positions will:

- Help develop and implement marketing and promotional plans for baseball, softball, and women's tennis;
- Research a grassroots approach to marketing men's tennis and women's track and field;
- Assist the Assistant Athletic Director for Marketing and Assistant Directors for Marketing with the planning, coordination and implementation of all men's basketball and women's basketball marketing and advertising plans, game day activities and promotions;
- Execute comprehensive group ticket sales plans for men's basketball;
- Develop promotions that engage both existing and potential fans, resulting in an entertaining atmosphere that encourages spectator loyalty and support;
- Market to the student body to encourage participation at athletic events;
- Assist in the development of new licensing initiatives and special online projects;
 - uabsports.com
 - social media sites (Facebook, Twitter, etc.)
 - video and audio file sharing websites (YouTube, Flickr, podcasting, etc.)
- Assist with sponsorship fulfillment responsibilities related to UAB/IMG partnership;
- Other duties as assigned.

REQUIREMENTS

Education Requirement: Working towards a bachelor's degree in marketing, communications, or a related field.

Other qualifications: Strong communication skills with an emphasis on writing; web development and desktop publishing skills are a bonus; an understanding of the importance of customer service and a fundamental knowledge of NCAA rules and regulations are required.

TO APPLY

All applicants may submit their resume to killilea@uab.edu.

Please include a cover letter and resume.

