

SEMINOLE SPORTS MARKETING

Marketing and Promotions Internships

Thank you for your interest in the Seminole Sports Marketing Internship. To apply for a 2012 Spring internship, send a cover letter and resume via e-mail to lsparling@fsu.edu or fax it to (850) 645-7851, by Friday, November 4, 2011. If you have any questions, please contact Lindsay Sparling at (850) 644-7929.

Internship Objectives

- Gain valuable experience in the field of collegiate athletics
- Develop key marketing and promotions-related skills
- Interact with businesses in the community and across the country

Job Description

- Office (work in office and at events) and Game Day (work at events only) positions available
- Assist in marketing, promotions and game operations for Florida State University athletic events and NCAA hosted tournaments.
- Distribute posters, schedule cards and other promotional materials
- Assist staff in creation and implementation of sports marketing plans and completion of sport season wrap-ups
- Promotion of group tickets sales of revenue generating sports
- Other daily assignments as assigned by staff

Perks

- Network opportunities with athletic department and corporate partners
- Complimentary merchandise and apparel when available
- Opportunity to be involved with one of the premier athletic programs in the country

Criteria for Selection

- Must be able to work 15 office hours per week- (*Office Interns only*)
- A minimum 3.0 GPA
- Commitment of one semester
- Good written and verbal communication skills
- Ability to work on multiple projects at same time and meet deadlines
- Good organization skills
- Ability to work well with others
- Professional appearance and conduct
- Dependable and enthusiastic
- Able to lift over 20 pounds and have a good driving record

Name: _____ Phone/Email: _____

Seminole Sports Marketing Internship Questionnaire

Please submit with your cover letter and resume.

Why do you want to intern here?

What qualifications do you have that relate to the position?

Give me an example from a previous job where you've shown initiative?

Where do you see yourself 5 years, 10 years, from now?

What specific skills that you have acquired or used in previous jobs relate to this position?

Describe a problem that you have had to deal with, how did you handle it?