

**COASTAL CAROLINA UNIVERSITY
DEPARTMENT OF ATHLETICS
2012-13 INTERN ACADEMY**

**ATHLETIC TICKET OFFICE
MARKETING & PROMOTIONS
NEW MEDIA
EVENT OPERATIONS/ATHLETIC FACILITIES
MEDIA RELATIONS
ATHLETICS PRODUCTION**



**ATHLETIC TICKET OFFICE INTERNSHIP
COASTAL CAROLINA UNIVERSITY INTERN ACADEMY**

TITLE: Athletic Ticket Office Intern

REPORTS TO: Director of Athletic Ticketing

START DATE: Summer 2012

RESPONSIBILITIES:

- Assist with outbound sales calls
- Printing and distribution of season and individual game tickets
- Managing will call and student-athlete complimentary ticket distribution
- Assisting in game day preparation and ticket operations for Football, Men's Basketball, Women's Basketball, and Baseball
- Supervision of part-time event staff
- Reconciliation of events
- Solving customer service related issues
- General duties as assigned

REQUIREMENTS:

- Ability to work a flexible schedule, including nights and weekends
- Experience with Microsoft Excel and Word
- Excellent oral and written communication skills

PAY:

- This is a non-paid position. The Coastal Carolina University Department of Athletics will be flexible to work around other work schedules.

HOUSING:

- It is the responsibility of the intern to find housing in the Conway/Myrtle Beach area but the Department of Athletics has several existing relationships with local housing agencies that may offer discounted rates for interns.

**Resume and cover letter can be emailed to Michael Jacobs
at mjacobs@coastal.edu**



**MARKETING & PROMOTIONS INTERNSHIP
COASTAL CAROLINA UNIVERSITY INTERN ACADEMY**

TITLE: Athletics Marketing & Promotions Intern

REPORTS TO: Assistant A.D. – Marketing & Promotions

START DATE: Summer 2012

END DATE: December 2012 or May 2013

RESPONSIBILITIES:

- Market & Promote the Department of Athletics as a whole as well as our individual sports to drive incremental revenue.
- Responsible for directing the marketing of various athletics teams at CCU
- Assist with the marketing, planning, and coordination of athletic events to best maximize personnel and revenue.
- Responsible for post-game recaps for football, m & w basketball and baseball
- Supervise marketing and promotions gameday staff
- Assist other departments including Athletic Media Relations, Athletic Events and Operations and Athletics Community Relations
- General duties as assigned

REQUIREMENTS:

- Ability to work a flexible schedule, including nights and weekends
- Driver's License
- Ability to lift 50 lbs.
- Cell phone

PAY:

- This is a non-paid position. The Coastal Carolina University Department of Athletics will be flexible to work around other work schedules.

HOUSING:

- It is the responsibility of the intern to find housing in the Conway/Myrtle Beach area but the Department of Athletics has several existing relationships with local housing agencies that may offer discounted rates for interns.

**Resume and cover letter can be emailed to Kevin Olivett at
kolivett@coastal.edu**



**MARKETING & PROMOTIONS NEW MEDIA INTERNSHIP
COASTAL CAROLINA UNIVERSITY INTERN ACADEMY**

TITLE: Athletics Marketing & Promotions Intern

REPORTS TO: Assistant A.D. – Marketing & Promotions

START DATE: Summer 2012

END DATE: December 2012 or May 2013

RESPONSIBILITIES:

- Market & Promote the Department of Athletics as a whole as well as our individual sports to drive incremental revenue through new media strategies.
- Responsible for graphic design of promotional materials both print & electronic
- Assist with the marketing, planning, and coordination of athletic events to best maximize personnel and revenue.
- Assist other departments in graphic design or new media strategies to grow the brand of Coastal Carolina Athletics
- General duties as assigned

REQUIREMENTS:

- Ability to work a flexible schedule, including nights and weekends
- Driver's License
- Ability to lift 50 lbs.
- Cell phone
- Versed in social media/strategies: Twitter, Facebook, YouTube and LinkedIn
- Intimate knowledge of Adobe products: InDesign, Illustrator and Photoshop.

PAY:

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HOUSING:

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**Resume and cover letter can be emailed to Kevin Olivett at
kolivett@coastal.edu**



**EVENT OPERATIONS/ATHLETIC FACILITIES INTERNSHIP
COASTAL CAROLINA UNIVERSITY INTERN ACADEMY**

TITLE: Athletic Event Operations/Facilities Intern

REPORTS TO: Assistant A.D. – Facilities and Operations

START DATE: Fall 2012

END DATE: December 2012 or May 2013

RESPONSIBILITIES:

- Supervise, direct, and coordinate the activities of the assistant personnel
- Responsible for the operational, implementation and post-event activities for assigned athletic events
- Assist with the organization, planning, and coordinating of athletic events
- Athletic facility maintenance and preparation for all events
- Supervise event day staff
- Assist other departments within the Department of Athletics, including Athletic Media Relations, Athletic Marketing and Promotions, and Athletic Training
- General duties as assigned

REQUIREMENTS:

- Ability to work a flexible schedule, including nights and weekends
- Driver's License
- Ability to lift 50 lbs.
- Cell phone

PAY:

- This is a non-paid position. The Coastal Carolina University Department of Athletics will be flexible to work around other work schedules.

HOUSING:

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**Resume and cover letter can be emailed to Bryan Paar at
bpaar@coastal.edu**



**ATHLETICS MEDIA RELATIONS INTERNSHIP
COASTAL CAROLINA UNIVERSITY INTERN ACADEMY**

TITLE: Media Relations Intern

REPORTS TO: Associate AD – Media relations

START DATE: Fall 2012

END DATE: December 2012 or May 2013

RESPONSIBILITIES:

- Writing athletic publications, game notes and feature stories
- Assist in designing and writing game programs for home events
- Updating and maintaining GoCCUSports.com (rosters, stats, photos, etc.)
- Assist with the organization and archiving of Chanticleer Athletic photos
- Working home events helping with statistics, public address, scoreboard operation
- Assist other departments within the Department of Athletics, including Athletic Marketing and Promotions, Athletic Event and Operations and Athletics Community Relations
- General duties as assigned

REQUIREMENTS:

- Ability to work a flexible schedule, including nights and weekends
- Driver's License
- Cell phone
- Intimate knowledge of Microsoft Office and Adobe Creative Suite (i.e. InDesign, Photoshop)
- Experience with web editing and/or TAS/Stat Crew are preferred but not required

PAY:

- This is a non-paid position. The Coastal Carolina University Department of Athletics will be flexible to work around other work schedules.

HOUSING:

- It is the responsibility of the intern to find housing in the Conway/Myrtle Beach area but the Department of Athletics has several existing relationships with local housing agencies that may offer discounted rates for interns.

**Resume and cover letter can be emailed to Cody Bays
at cbays@coastal.edu**



**ATHLETICS PRODUCTION INTERNSHIP
COASTAL CAROLINA UNIVERSITY INTERN ACADEMY**

TITLE: Athletics Production Intern
REPORTS TO: Video Streaming Coordinator
START DATE: Fall 2012
END DATE: December 2012 or May 2013

RESPONSIBILITIES:

- Edit and produce game day highlights for goccusports.com
- Assist in all aspects of production for Department of Athletics coaches shows
- Direct live broadcasts for all 9 video streaming sports
- Assist with the organization and archiving of all Chanticleer Athletics footage
- Assist in shooting and editing all Department of Athletics commercials
- Coordinate all production set-ups, including live broadcasts, television shows, and commercials
- Supervise event day staff
- Assist other departments within the Department of Athletics, including Athletic Media Relations, Athletic Marketing and Promotions, and Athletic Training
- General duties as assigned

REQUIREMENTS:

- Ability to work a flexible schedule, including nights and weekends
- Driver's license
- Camera and editing software knowledge preferred but not required

PAY:

- This is a non-paid position. The Coastal Carolina University Department of Athletics will be flexible to work around other work schedules.

HOUSING:

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**Resume and cover letter can be emailed to Alex Souza at
ahsouza@coastal.edu**



**CORPORATE SPONSORSHIP INTERNSHIP
COASTAL CAROLINA UNIVERSITY INTERN ACADEMY**

TITLE: Chanticleer Sports Properties – Corporate Partnership Intern

REPORTS TO: Associate A.D. – External Relations

START DATE: Spring 2012

END DATE: December 2012 or May 2013

OVERVIEW:

- Want to learn how to sell corporate partnerships at the college level? Do you want actual practical experience to put on your resume that will get you a job in sports? Here is your chance. Three interns will be chosen to shadow and eventually solicit corporate partners for Coastal Carolina Athletics. We are seeking motivated young men and women that can be trained and understand the value of practical experience. Internship includes weekly training seminars with Associate AD for External Relations as well as the opportunity to learn from visiting industry leaders in the world of multi-media rights.

RESPONSIBILITIES:

- Assist Associate AD for External Relations in selling of Corporate Partnerships
- Assist in fulfillment of corporate partnerships
- Cold calling sales prospects
- Shadowing Assoc. AD during some sales meetings
- Assist in the development and implementation of new sales and marketing ideas for the department.

REQUIREMENTS:

- Ability to work a flexible schedule, including nights and weekends
- Microsoft Office (knowledge Of Excel)
- Driver's License

- Cell phone

PREFERRED

- PowerPoint & Photoshop

PAY:

- This is a non-paid position. The Coastal Carolina University Department of Athletics will be flexible to work around other work schedules.

HOUSING:

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**Resume and cover letter can be emailed to Kevin Olivett at
kolivett@coastal.edu**