



## Harvard University Department of Athletics

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### Marketing Internships

3/30/15 – HR

Do you have a demonstrated passion for collegiate sports? Do you want to be part of an athletics program committed to excellence both in the classroom and on the playing field? If so, we invite you to apply for one of two 10-month internships in our Marketing & Promotions office.

#### *Duties & Responsibilities*

You will work with the Marketing staff on a variety of marketing and promotion activities, including:

- Assisting in the development and implementation of marketing plans;
- Creating and executing promotions for all Varsity sports programs, especially Football, Men's & Women's Ice Hockey; Men's & Women's Basketball; and Men's Lacrosse;
- Increasing attendance through group sales initiatives, especially youth team programs;
- Updating our website;
- Game-day planning;
- Set-up and break-down of promotions, distributing marketing materials and soliciting program advertising sales.

#### *Required Education, Experience, Skills*

Ideally, you are highly motivated and have:

- Strong organizational, interpersonal and communication skills with a variety of people;
- Prior experience in promotions, marketing and/or event management;
- Proficiency in Adobe Indesign and Adobe Photoshop;
- Familiarity with multi-media technology, such as video management.

You **MUST** be enrolled in a degree-granting program with an accredited college or university that **requires an internship as part of the degree/certificate process**. Please do not send a resume if you cannot meet this requirement.

#### *What We Offer*

You will be paid \$10/ hour. Harvard offers a team-oriented work environment as well as variety – we have 42 Varsity programs, more than any other Division I university in the country. We also offer an **Intern Development Program** designed to help you get your career in sports management off to a good start – you'll meet and get career advice from athletic administrators and coaches throughout your internship. You'll also get free access to our athletic facilities and events, including our Olympic-sized pool, fitness center; and indoor tennis courts. And you'll be based in Boston, a multi-cultural city which is the undisputed hub of college and university life – giving you plenty of networking opportunities in collegiate athletics.

#### *Additional Information and How to Apply*

The internships generally start in late July or early August (exact dates are flexible). We expect that you will be able to commit to working for 10 months. You will generally work 40 hours per week. Evening

and weekend work will be required. Your schedule may vary to accommodate evening and weekend work. There may be times when you will work in extreme weather conditions (heat, cold, rain).

Interested candidates should send a cover letter, resume, and the names of three current references to Andrew Vatisas, Marketing Manager at [avatisas@fas.harvard.edu](mailto:avatisas@fas.harvard.edu).

For more information, visit [www.gocrimson.com](http://www.gocrimson.com).

*We encourage and welcome applications from diverse candidates.*