



## Athletic Corporation Career Opportunity California State University, Fresno

Athletic Corporation Internship Opportunity  
California State University, Fresno

### Marketing Intern

(Two Internships will be filled)

(Full-time, exempt, at-will, 11-month appointment)

This position will start July 9, 2015 and run to May 31, 2016.

Vacancy # A353

Salary: \$1,200 to \$1,600 monthly stipend (plus housing option)

### Internship Description

Fresno State Athletics Department is accepting applications for an 11-month (July - May) internship in the Fresno State Athletics Marketing Office. This position will report to the Marketing Coordinator and will have oversight by the Assistant Athletics Director for External Communications. This internship is designed to expose the individual to all aspects of marketing, including the promotion and enhancement of the fan experience for several of Fresno State's nationally competitive men's and women's sports programs.

Responsibilities include, but are not limited to: creative direction, and implementation of selected marketing and promotional campaigns for Fresno State Athletics; managing and controlling the budget for sports programs as assigned; game-day duties include: set-up at venue, execution of in-game promotions, executions of special events and community outreach programs, venue clean-up; directing and coordinating single and group ticket sales campaigns; and developing greater interest and support of Fresno State students, faculty and staff, and the general public; working with communications, video production and other external department staff to deliver a consistent message to all parties; and promoting and enhancing Fresno State Athletics through social media platforms. Other duties will be assigned as needed.

### Required Qualifications

Bachelor's degree from an accredited institution in marketing, business administration, sports management or related field. Prior experience in marketing (athletics or business), game management or promotions. Must possess excellent writing, editing, typing and excellent interpersonal and verbal communication skills. Must thrive in a teamwork environment. Familiar with use of social media platforms (Facebook, Twitter, Instagram, Vine, etc.). Ability to work effectively with individuals from diverse backgrounds. Ability to handle multiple tasks simultaneously. Ability to work evenings and weekends on a flexible schedule. Represent the University and Department of Athletics in a professional manner. Quick decision making and problem solving skills along with a positive attitude and outgoing personality. Experienced and comfortable in customer service, knowing that the fan always comes first.

### Preferred Qualifications

Master's degree or progress towards such a degree. Knowledge of working relationships with a media rights company.

### Filing Deadline:

April 30, 2015

### Application Requirements:

A University Application for Athletic Corporation Positions, a resume, and a list of three professional references, including telephone numbers, are required. A cover letter that addresses your qualifications for the position is recommended.

### Apply:

California State University, Fresno for the Athletic Corporation

Joyal Administration Building, Room 211

5150 North Maple Avenue, JA71

Fresno, California 93740-8026

Telephone: (559) 278-2383

FAX: (559) 278-4275

(The Athletic Corporation application form may be found at <http://apptrkr.com/603839>)

Thank you for your interest in a non-faculty position at Athletic Corporation. Please note that with the exception of designated sensitive positions, applicants selected for an interview are required to respond within 72 hours to an important question regarding a conviction history. Failure to respond within this timeframe will subject you to elimination for further consideration. As an Athletic Corporation applicant, you are responsible for checking and responding to this email within the required deadline.

Background investigations will be conducted, as required, depending upon the job requirements of a position. These could include, but are not limited to, processing of fingerprints through the Department of Justice and degree and license verifications. An offer of employment may or may not be extended based upon the results of these verifications.

Pursuant to the requirements of the Immigration Reform and Control Act of 1986, any offer of employment is contingent upon verification of individual's eligibility to be employed in the United States.

Pursuant to Executive Order 883, reasonable accommodation is to be provided upon request from an employee or applicant with disabilities, unless doing so would impose an undue hardship on the campus. What constitutes a reasonable accommodation is to be determined by the campus on a case-by-case basis after it has received the individual's request for accommodation and engaged in an interactive process. Employees or applicants requiring reasonable accommodation should contact Human Resources directly at (559) 278-2032.

University Information: (or website: <http://www.fresnostate.edu/>) Fresno State is one of 23 campuses of the California State University System. The University's mission is to offer high quality educational opportunities to qualified students at the bachelor's and master's levels, as well as in joint doctoral programs in selected areas. The University serves the San Joaquin Valley while interacting with the state, nation, and

world. Through transformational applied research, technical assistance, training and other related public service activities, the University builds partnerships and linkages with business, education, industry, and government. The University competes athletically in Division I-FBS and is a member of the Mountain West Conference.

The current enrollment is just over 21,300 students from diverse backgrounds, which creates a culturally rich environment. The campus, which has been designated as an arboretum, is spread over 1400 acres. Metropolitan Fresno, with a multi-ethnic population of over 600,000 is located in the heart of the San Joaquin Valley on the western edge of the Sierra Nevada Mountain Range. The campus is within easy driving distance of San Francisco, Los Angeles, Yosemite, Kings Canyon, Sequoia National Parks, the Monterey Peninsula, Lake Tahoe, beaches, sailing lakes and numerous ski resorts. Fresno boasts one of the most reasonable housing markets in California and offers a wide array of locally grown fruits and produce.

The Athletic Corporation of California State University, Fresno is committed to Equal Employment Opportunity and Affirmative Action. Applicants will be considered without regard to sex, race, color, religion, national origin, sexual orientation, marital status or disability. The Athletic Corporation actively seeks and encourages applications from members of all underrepresented groups. The Athletic Corporation is committed to providing equal opportunities to men and women CSU students in all campus programs, including intercollegiate athletics. The Athletic Corporation is associated with the university; however, employees of the Corporation are not employees of the university or the State of California.

In compliance with the Jeanne Clery Disclosure of Campus Security Policy and Crime Statistics Act, crime report statistics are available at <http://www.csufresno.edu/police/report.htm>.



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