



Athletic Marketing Intern

Western Kentucky University:

Western Kentucky University aspires to be the University of choice for faculty and staff who are dedicated to helping advance academic excellence. True to its spirit, WKU offers an inviting, nurturing, and challenging work environment, which is responsive to the needs of a diverse and ambitious learning community. WKU's main campus is located on a hill overlooking the city of Bowling Green (population est. 60,000), and is acclaimed as one of the most beautiful in the nation. We invite you to consider WKU as a place where your academic and professional dreams can be realized.

Job Description:

The Athletic Marketing Intern is a temporary part-time position. The following duties are customary for this position, but are not to be construed as all-inclusive. Duties may be added, deleted, and assigned based on management discretion and institutional needs.

- Helps to develop and coordinate marketing and promotional efforts for Western Kentucky University's intercollegiate sports
- Implements marketing strategies and game day promotional activities for various sports
- Assists with and plans special events
- Designs and creates advertisements for print and electronic media
- Assists Director of Marketing with marketing and promotions of Women's Soccer
- Responsible for WKU marketing yard signs implementation
- Helps to oversee WKU Red Wave student group
- Assist Associate Athletic Director for Marketing with Hilltoppers with Heart community service program
- Assist Assistant Athletic Director for Marketing with on campus grass roots marketing with WKU Street Team
- Responsible for maintaining bimonthly newsletter, birthday cards, and database of Big Red's Rascals Kids Club
- Other duties as assigned by the Associate Athletics Director for Marketing and Promotions

Knowledge and Skills Considered Essential for Success:

- Previous marketing experience
- Must be self-motivated and team-oriented
- Excellent organization, interpersonal, and communication skills
- Computer experience, especially with desktop publishing (i.e. InDesign and Photoshop)
- The duties and responsibilities of this position must be performed in a competent manner following the highest standards for leadership, professionalism, integrity, accountability, responsibility, cooperation, and customer service

Requirements:

- Currently enrolled in a Master's program or have obtained a Master's degree
- Must be able to work evenings and weekends

Additional Information:

Salary: \$12.50/hr Hours: approximately 20 hrs/wk

Kentucky state law requires all public institutions of postsecondary education to conduct pre-employment criminal background checks to determine suitability for employment.

Western Kentucky University does not discriminate on the basis of race, color, national origin, sex, sexual orientation, disability, age, religion, veteran status, or marital status in admission to career and technical education programs and/or activities, or employment practices in accordance with Title VI and VII of the Civil Rights Act of 1964, Title IX of the Educational Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, Revised 1992, and the Americans with Disabilities Act of 1990.

Persons with disabilities, who need reasonable accommodations to participate in the application and/or selection process, should notify The Office of Equal Opportunity/Affirmative Action/University ADA Services at (270) 745 - 5121, a minimum of five working days in advance.

Application Instructions:

Required Documents for Application: Cover letter, resume, two design samples, and 2 writing samples.

All applications and resumes must be submitted through this online electronic talent management system. Only those individuals who submit all required materials will be considered as eligible applicants. You will receive email notification confirming your application materials have been received. Review of application materials will generally begin as applications are submitted. The duration of the position is expected to run from about July 1, 2015, through May 31, 2016.

<https://wku.interviewexchange.com/candapply.jsp?JOBID=58662#pageTop>