



Position: Fan Development Associate (Internship)

Openings to Fill: 2

Schedule Type: 12-Month

Departmental Overview: Nicholls State University, Department of Intercollegiate Athletics consists of more than 75 staff members and coaches that sponsors 14 varsity sports programs. These 14 programs include more than 325 student-athletes who participate in the various sports programs annually within the National Collegiate Athletics Association (NCAA). Visit www.geauxcolonels.com to find out more information about Nicholls Athletics.

Description of Position: The Nicholls Athletic Department is seeking an experienced, energetic, motivated sales professionals to market and sell full seasons, partial seasons, group tickets, and mini ticket plans, through outbound sales activities for all ticketed sports for the 2015 seasons. Outbound sales activity includes phone sales, personalized e-marketing, meetings, appointments, and grassroots promotional event appearances. Sports ticket sales focus will be on all ticketed sports sold by the athletics department. The internship will begin on July 6, 2015 and end on July 1, 2016. **The position will also assist with all external affairs departments including marketing, game day promotions, sponsorship and development offices.**

Responsibilities: Work directly with the Associate AD for External Affairs to assist in all aspects of the revenue generation for Nicholls Athletics. Duties include, but are not limited to:

- Sell full-seasons, partial plans, and various group ticket products of assigned sports
- Develop new business through outbound calls, event appearances, and community outreach
- Manage all personal sales accounts and work with existing ticket operations staff to provide high levels of customer service
- Maintain a HIGH level of sales activity which includes, weekly and monthly assigned sales activity goals which include hitting targets for # of calls, appointments and community networking events
- Attend promotional and community events to increase and drive sales
- Maintain accurate records of all prospecting activities and sales in ticketing database
- Attain defined sales goals, established revenue targets, as well as minimum levels of sales activity
- Complete required daily, weekly and monthly ticket sales reporting, and sales activity reporting
- Help Nicholls Athletics build and grow database with qualified prospect via industry best practices for data name capture at games, events and general prospecting

Secondary Responsibilities

- Perform essential game day responsibilities as assigned by Athletics Department
- Develop own lead lists and prospecting techniques above and beyond provided lead lists
- Assist athletics department in building an overall positive sales culture within the organization
- Ensure proper information is entered into database management system, with complete and accurate data entry
- Generating revenue through ticket sales, sponsorship and fundraising
- Assist in day-to-day activities in the ticket office: mailing tickets, customer service on the phone and at the window, assist in supervising student workers, answering emails
- Creating methods to increase awareness of Nicholls athletics
- Developing community outreach programs, database management
- Creating content for and maintaining Nicholls social networking sites
- Building and implementing marketing plans
- This position will help coordinate game days promotions and special events
- Other duties as assigned

REQUIRED:

- Bachelor's degree is required
- Candidates should be team-oriented
- Strong organizational, interpersonal, and communication skills
- Demonstration of high levels of energy, creativity, and initiative
- Must be able to work in a fast paced customer service environment
- Ability to work flexible hours, including evenings, weekends and holidays
- Database Applications and basic computer skills, Excel, Outlook and Word software

PREFERED:

- Master's Degree or internship credit required for a degree
- Familiarity with NCAA regulations and procedures
- Previous experience in a ticket office and working knowledge of ticketing systems
- General sales experience
- Previous athletic department experience

Compensation: \$800 a month

Housing: TBD

Consideration: Please email cover letter and resume to Brandon Ruttley, Associate Athletic Director for External Affairs at brandon.ruttley@nicholls.edu.

Review of applications will begin immediately and continue until filled.