



TEXAS TECH UNIVERSITY®

Position Class Title: Post-Graduate Athletic Intern – Promotions & Fan Engagement

Department: Athletics

Requisition number: 3944BR

Responsibilities include:

Create and implement advertising and promotions plan to increase Texas Tech student engagement and attendance at all athletics events.

- Build and foster relationships with student organizations to coordinate themed promotions at athletics events
- Coordinate campus events and special events to promote student attendance
- Work with Promotions and Fan Engagement staff to develop and coordinate themed in-game promotions with an emphasis on student participation

Serve as the direct contact and manager of the street team, comprised of over 40 student volunteers looking to be involved and explore a career in sports marketing.

- Coordinate activations on campus and throughout the Lubbock community to increase fan engagement and promote Texas Tech Athletics
- Direct day to day aspects of the Street Team, including budget, supplies and personnel management

Assist with the coordination of promotions and fan engagement for all Texas Tech athletics events.

Actively research and develop new grassroots ideas for increasing attendance for collegiate athletics.

Collaborate with Ticket Sales and Ticket Operations to generate new streams of revenue for department.

Other duties as assigned by Assistant Athletic Director for Promotions and Fan Engagement.

Compliance with all NCAA, Big 12, and Texas Tech University rules, regulations, and policies.

Benefits of participating in the Internship Program:

1. Texas Tech is committed to growing and developing future leaders in intercollegiate athletics administration.
2. Participants in this program are considered valuable members of the athletic staff and will be provided practical experience in their area of specialization in order to prepare for future opportunities in intercollegiate athletics administration.

Future leaders selected for this program will have direct access to current Texas Tech athletic administration and will be afforded collaborative inter-organizational environment giving them the opportunity to think across diverse groups and boundaries.

Future leaders will experience administration principles such as:

1. Applying a standard of ethics to policy and administrative context.
2. Evaluating the effectiveness and efficiency of current fan engagement programs.
3. Communicating relevant information and ideas to management.
4. Managing university resources to achieve organizational goals.

Qualifications:

Qualified applicants must have a Bachelor's degree from an accredited university and previous experience with collegiate or professional athletics.

Application procedures: Apply online at www.workattexastech.com and search **req# ID 3944**; enter via STAFF portal. If you should need assistance with the application process, please contact HR, Talent Acquisition Office at hrs.recruiting@ttu.edu or call 806-742-3851.

As an EEO/AA employer, the Texas Tech University System and its components will not discriminate in our employment practices based on an applicant's race, ethnicity, color, religion, sex, national origin, age, disability, genetic information or status as a protected veteran.

Texas Tech University offers a great benefits/retirement package!