

Argonauts

Position: Athletics Marketing and Promotions Internship

University of West Florida, a NCAA Division II Institution, is seeking applications for unpaid Interns for Athletics Marketing and Promotions.

Office Duties:

- Assist with preparation and implementation of annual marketing plans for assigned sports.
- Assist with implementation of annual marketing plans for assigned sports programs with a focus on increasing attendance, game atmosphere/fan experience and generating revenue.
- Assist with the fulfillment of in-game promotions, sponsorship elements, presentations and entertainment.
- Organize meetings and special events for specific sport programs, including meetings with on-campus organizations and special events to promote specific sport programs.
- Design and manage the production of sport specific promotional materials including schedule cards and posters for each sport's home and away athletic contests.
- Conduct research to be implemented into future marketing plans.
- Assist with office duties such as filing, phones, e-mail, inventory or organization.
- Work a minimum of five office hours a week and attend assigned athletic events.

Interns will also assist in the implementation of game operations at various Argonauts Athletics events throughout the school year. Interns will also be asked to work on-campus and community events promoting the University of West Florida Athletics.

Game Day Duties:

- Finding contestants for and executing on-court/on-field promotions
- Helping with game day marketing and promotions efforts
- Set-up and break down of game operations elements
- Various other duties deemed necessary for game operations

Required Qualifications:

- Ability to interpret and review manuals, game reports, marketing plans and proposals
- Outstanding communication skills, both written and oral, in order to create and present marketing plans, promotional materials, proposals and advertising
- Skill in basic math to assist with calculating sponsorship and advertising revenue
- Skill in interacting with students and members of the community and building relationships with area businesses, the community, the student body and fans
- Ability to speak to outside groups and current/prospective sponsors
- Proficiency with MS Office and internet social networking sites
- Ability to lift 30 lbs
- Interest in marketing, public relations, sales, event planning and sports

To apply please send cover letter and resume to:

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