

MDST



**Department of Athletics: Marketing and Promotions Internship Opportunity
2016-2017 Academic Year**

OVERVIEW

Gaining valuable athletics experience during your college career gives you the best opportunity for a career in sports. The University of Virginia Athletics Department is both an exciting and demanding place to work fueled by passion, dedication, and a commitment to excellence. The University of Virginia Sports Marketing and Promotions department is currently seeking organized, motivated, responsible and energetic students who are interested in a career in athletics to assist with our objectives. As a student intern, you will gain valuable experience, access to events, real world application, ownership and accountability. In addition, the individuals in the department will seek to provide professional guidance and personal growth.

JOB RESPONSIBILITIES – Game Day / Event Interns

- Assist with implementation of the marketing plans developed for each sport with a focus on increasing attendance and game atmosphere/fan experience
- Serve as a member of the marketing and promotions team with the fulfillment of in-game promotions, sponsorship elements, presentations, and entertainment
- Provide additional support for non-sporting events that are held (Meet the Team Days, Movie Night, etc.)

DESIRED COMPETENCIES

- Strong interpersonal, organizational and communication skills. Collaborative and takes initiative.
- Can be trusted to act in a manner that is truthful and adherent to the values of the University of Department of Athletics.
- Develops clear and convincing work and recommendations; listens effectively, can make well-informed decisions and ask for clarification of information as needed.
- Available to work afternoons, nights, and weekends, reporting in advance of scheduled game times – some events require a 6-8 hour time commitment
- Can adhere to all NCAA rules when selecting participants for promotions
- Interested in pursuing a full-time career in sports marketing or a related field

COMPENSATION

All interns will be compensated for events worked with Marketing and Promotions.

TO APPLY

To apply for an internship, please send resume and cover letter stating why you are interested in working with the Marketing and Promotions department to Katie Rudy (ker3c@virginia.edu). Please also sign up for an interview date on the Google Doc: <https://docs.google.com/spreadsheets/d/1a9t57LcDnOsAPp-cx-eDjE1i6rIBRgIBrZ-VTvute2A/edit#gid=0>

TRAINING

All interns will be required to go through a half-day training session on a date that is to be determined prior to the start of events in the fall. This training session will take place at the various athletic facilities.