

APPALACHIAN STATE UNIVERSITY
ATHLETIC MARKETING INTERNSHIP
Fall 2021-Spring 2022

Position Description

- Assist the full-time staff of the App State Athletic Department of Marketing in their duties
- Assist with office responsibilities
- Assigned to Appalachian State University Intercollegiate Athletic sports; including but not limited to:
 - Football, Men's & Women's Basketball, Men's & Women's Soccer, Volleyball, Wrestling, Field Hockey, Baseball, and Softball
- Responsible for special projects and coordination of events for the Junior Mountaineers Kids Club and the Yosef Club
- Plan and implement the promotions and game day activities for assigned sports
- Develop promotional plans for assigned sports
- Oversee design and placement of advertising for events at the direction of full-time staff
- Assist in coordinating with event management prior to and during events to ensure proper set up for promotional activities and game day events
- Assist with managing PA announcers, coordinating music, video board elements, cheer squad, pep band, and other marketing interns to direct the flow of the game and promotions
- Write scripts for PA announcer for events—highlighting sponsors and describing promotional activities for any assigned sports
- Assist with program components including appearances of the mascot, cheerleader and band programs
- Fulfill sponsor elements such as logo exposure, PA announcements, promotions, and events
- Improve the atmosphere at each event through the use of games, giveaways, contests, trivia and music, etc. at the direction of full-time staff
- Promote athletic events and communicate promotions within the residence halls, Greek system, student body, and community groups
- Complete necessary end of game and end of year reports
- Other duties as necessary or assigned.

Requirements

- Must hold a minimum of 5 office hours per week (based on class schedule)
- Must participate in a minimum of 5 event hours per week as assigned by marketing staff & based around class schedule. *Please note: all interns must be available for home football weekends until released from any commitment by marketing staff.*

Minimum Qualifications

- Genuine interest in athletics and the sport industry
- Ability to manage time commitment and dedicate all required office and event hours
- Full-time App State student
- 2.5 GPA or higher
- Excellent oral communication skills, written communication skills, and customer service skills
- Strong work ethic
- Ability to multi-task, stay organized, keep up with high-energy, fast paced environment
- Willingness to learn
- Working knowledge of Microsoft Office (Word, Excel, PowerPoint)

Preferred Qualifications

- Working knowledge of Adobe CS (Photoshop, Illustrator, InDesign) or desire to learn
- Working knowledge of collegiate sports and NCAA guidelines
- Working knowledge of Click Effects software and ability to cut/edit sound files
- Interest in or working knowledge of iMovie or some sort of filming/video editing experience or desire to learn
- Potential to serve as an intern for more than one year

Benefits:

- App State merchandise
- Networking opportunities and interaction with department directors
- An opportunity to earn class credit * (**based solely on the approval of student's academic advisor*)

If you would like to apply for the Athletic Marketing Internship, please send this application along with your resume to Kate Milstead milsteadk@appstate.edu with the subject line of "Athletic Marketing Internship".

Appalachian State Athletics
Application for Student Internship
Academic Year 2021-2022
ATHLETIC MARKETING INTERNSHIP

Name: _____

Address: _____

E-mail Address: _____ Phone: _____

Summer Address: _____

Year in School (in 2019-2020): _____

Major: _____ Minor: _____

Career Aspiration: _____

Cumulative GPA: _____ Date of Expected Graduation: _____

I. Form Questions - please address the following questions on a separate piece of paper. Only typewritten answers will be accepted.

1. Why do you want to be an App State Athletics Marketing Intern?

2. Please give a brief description of your internship goals and how you see this internship tying into your long-term career goals/aspirations.

3. Do you have any graphic design experience? If so, please describe.

4. Do you have any video filming/editing experience? If so, please describe.

5. Do you have any music cutting/editing experience? If so, please describe.

6. Describe what the phrase "Customer Service" means to you.

7. Please describe your biggest strength and weakness.

II. Please attach a copy of your cover letter, resume, and three references (at least one must be a professional reference).

ATHLETIC MARKETING INTERNSHIP APPLICANTS:

All applications should be turned in to:

Kate Milstead

milsteadk@appstate.edu

OR

Appalachian State Athletic Marketing

Attn: Kate Milstead

Athletics Center at Kidd-Brewer Stadium (5th floor)

425 Jack Branch Drive

Boone, NC 28608

Questions? Contact:

Kate Milstead

Assistant Director of Marketing

828-457-4081

milsteadk@appstate.edu

APPLICATIONS WILL BE ACCEPTED MAR 5-MAY 5
INTERVIEWS WILL TAKE PLACE ONCE APPLICATION HAS BEEN
SUBMITTED