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:
  o 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.


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