



## 2017-18 Marketing & Game Support Internship

### **Requirements of Position and Skills:**

- Bachelor's degree. Preferably in business, marketing, sports management, or a related field.
- Previous student work or other experience in promotions & marketing at a collegiate institution preferred.
- Excellent interpersonal, organizational, and communication skills.
- Ability to work both independently and as a member of a team to create and implement support for the department.
- Ability to work a flexible schedule, which includes nights and weekends.
- Knowledge and ability to effectively use technology; including spreadsheets, social media platforms, etc. (Excel, Word, Adobe Photoshop, Twitter, Facebook, Instagram, etc.).

### **Primary Responsibilities:**

- Development and implementation of marketing plans for assigned sports, special events, and execution of game day duties.
- Assist in the design and development of printed and digital promotional materials & in-game promotions.
- Responsible for day-to-day operation of the Student Rewards Loyalty Program.
- Assist in the development of departmental video board designs, promotions, and marketing.
- Other duties as assigned by Director of Athletics and Assistant to the Director of Athletics.

To apply, please submit a cover letter, resume, and three professional references to Assistant to the Athletic Director, Eric Blanchard at [eblanchard@ric.edu](mailto:eblanchard@ric.edu).

Review of applications will begin immediately. The internships will run from August 14, 2017-May 11, 2018.