



## Marketing Intern

Summer 2020

### **League Overview:**

The Rockford Rivets are part of the summer collegiate Northwoods League. The Northwoods League is the proven leader in the development of elite college baseball players. The 26-year-old summer collegiate league is the largest organized baseball league in the world with 23 teams, drawing significantly more fans, in a friendly ballpark experience, than any league of its kind.

### **Job Summary:**

An entry-level position providing hands-on experience in collegiate baseball marketing and promotions. Must be a current student (undergraduate or graduate), eligible to receive college credit for internship. Must be comfortable interacting with all levels within the organization as well as outside contacts. Strong time management, organization and attention to details are essential. This is a non-paid, for college credit position. Requires the ability to work all 36 home games, including nights and weekends.

### **Duties/Expectations include but are not limited to the following:**

Marketing Interns will be responsible for a large portion of the team's marketing efforts. This includes coming up with advertising campaigns for TV and radio, developing in-game promotions, creating game day scripts, and making public appearances as members of the Street Team. On Game Days, Marketing Interns will coordinate all pre-game activities (National Anthems, First Pitches, etc.), prepare game day promotions and giveaways, set up and work the Kids Zone, and staff the Fan Services table. Will also assist with the set-up and cleanup of all events held at the stadium. May be required to work non-baseball events held at the stadium. Assist with fulfillment of sponsor contracts. Assist with distribution of marketing materials throughout community. Will be required to attend player/mascot/organization appearances in the community. Research new marketing techniques and promotional ideas. Will be required to work office/stadium hours on non-game days. Assist others within the organization when needed. All other duties as assigned by the General Manager.

### **Performance Standards:**

- Excellent Customer Service Skills
- Proactive and enthusiastic attitude
- Attendance
- Completion of assigned tasks on-schedule
- Quality and accuracy of work
- Cooperation, responsiveness, dependability, and proper attitude in dealing with others including co-workers and customers
- Conformance to company personnel, safety, quality, and housekeeping policies, procedures, and practices
- Effective written and verbal communication skills

Resumes can be sent to Bryan Fish at [bryanf@rockfordrivets.com](mailto:bryanf@rockfordrivets.com)