

# Baseball Marketing Internship

## Summary

**The Marketing Internship is developed to provide a variety of marketing-type events that will expose the intern to the multi business aspects of a Professional Baseball operation. The internship will be a developmental experience into promotion, sales, marketing, customer service, and sports environment. Interns have an opportunity to learn the multi facets of marketing a team.**

### Primary Responsibilities:

- Actively participate in the marketing aspects involved with the setup of games and events at the Ballpark
- Participate in all pre-game promotional meetings and activities
- Learn organization marketing strategies and implement those strategies throughout the season
- Assist with the Social Media outlets
- Game day activities involve: coordinating on-field entertainment, promotion programs, Box Office operations, ticket sales support, processing phone orders, assisting with merchandise sales and emergency support where needed
- Maintain a customer service team dynamic with the crew
- During non-game days: do various operational tasks that are needed, distribute schedules to sponsor locations and other businesses in the area, represent the Baseball team by answering questions, assist the Mascot in public appearances, and conduct tours of the Haymarket facilities with the public
- Performing other duties as assigned

### Desired Skills/Abilities:

- Must be actively enrolled in school working towards completing college education
- Must be pursuing a degree in Marketing Management , Sports Management or related field
- Must be a creative person with good customer service skills
- Must have strong attention to detail
- Knowledge and strong interest in sports, preferably in baseball
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### Core Competencies:

- Education and work experience in marketing to understand the diversity of program
- Excellent customer service orientation
- Good written and oral communication skills-bilingual helpful, strong initiative, problem solving abilities
- Ability to learn baseball software
- Ability to review and understand project plans and execute the plan
- Ability to operate within a team and support the goals of the league
- Observes safety and security procedures
- A commitment to personal learning and development
- Dedicated to meeting the expectations and requirements of internal and external customers
- Practices attentive and active listening

**Time Commitment:**

Summer Internship—May thru September 15th. 50 home games & non game days. The intern will work approximately 30-40 hours a week. Pay is \$9.00 per hour.

**Conditions of Employment:**

- Must be actively enrolled in school, working towards completing college education
- Must be pursuing a degree in Marketing, Sports Management or related field
- Must have strong customer service acumen
- Must have a valid Nebraska Driver's License
- Pre-employment Drug and Back Screening
- Pre-employment Background Check
- Ability to complete the I-9 requirements to work in the US
- Wear proper PPE to perform the job
- Ability to meet the hours and business commitment required of the job

**Physical Demands:**

While performing the duties of this job:

- the individual must occasionally lift and/or move up to 30 pounds
- the individual is regularly required to stand; walk; sit; talk or hear; use hands & fingers to handle or feel objects, equipment or controls; stoop, kneel, crouch or crawl; climb or balance; and reach with hands and arms
- specific vision abilities required by this job include: Close vision (clear vision at 20 inches or less), Distance Vision (clear vision at 20 feet or more), Color Vision (ability to identify and distinguish colors), Depth Perception (three-dimensional vision, ability to judge distances and spatial relationships), Ability to Adjust Focus (ability to adjust the eye to bring an object into sharp focus)

**Commitment of Employer:**

The Employer will assign a specific Supervisor to work directly with the Intern to achieve the goals of the internship by assigning and coaching for success in work duties.

**An Equal Opportunity Employer**