

SEMINOLES SPORTS MARKETING & FAN EXPERIENCE INTERNSHIP

Thank you for your interest in Seminoles Sports Marketing. To apply for the Fall 2021 Seminoles Sports Marketing and Fan Experience Internship, send a cover letter, resume, questionnaire and your marketing plan via e-mail to **swallrich@fsu.edu**. If you have any questions, please contact Sue Wallrich at swallrich@fsu.edu.

MARKETING & FAN EXPERIENCE INTERNSHIP

ABOUT THE DEPARTMENT

The Florida State University Athletics Marketing department serves as the face of the Seminoles brand and varsity sports teams to many of our fans and customers; as well as a source of revenue generation and ideation. Our commitment is to:

- Provide a high-quality customer service experience to each and every fan that attends one of our games or events
- Create a fun, engaging, and family-friendly environment at all of our competitions and community events
- Promote, develop, and implement new ideas and initiatives to grow our fan base
- Embrace technology, fan feedback, research, and industry best practices and adapt it for our fans and teams
- Control the controllables and maintain a positive outlook despite team performance on the field, court, pitch, etc.

INTERNSHIP DESCRIPTION

- Support the Marketing staff in all aspects of day-to-day operations; including game preparation, event participation, phone interaction, research, and other office duties as assigned
- Each intern will be assigned a main sport, but will have the opportunity to assist with other sports
- Interns will work all assigned Florida State athletic contests and community appearances
- Assist in the activation of in-game promotions, sponsorship executions, giveaway distributions, VIP interactions and other gameday duties as assigned by full time staff and graduate assistants at the following sports and events:
 - Football, Men's and Women's Basketball, Volleyball, Soccer, Baseball, Softball, Men's and Women's Tennis, Beach Volleyball, Track & Field, Friday Night Block Party, and Doak After Dark
- Opportunities for office hours are available to Lead Interns and those who need credit hours
- Attend monthly intern meetings held during the first week of each month as well as our August intern orientation day (TBD)



MINIMUM QUALIFICATIONS

- Genuine interest in athletics and the sports industry as a whole
- Full time student at Florida State University
- Ability to manage time effectively and commit to working all assigned events and office hours
- Maintain a 2.50 GPA or higher for the duration of the internship
- Excellent oral and written communication skills as well as customer service skills
- Ability to multi-task and handle a fast-paced environment
- Please note that this internship is **UNPAID** however this can be completed for course credit (encouraged)

OTHER QUALIFICATIONS

- **Candidates must be able to make this job a top priority**
- Candidates active in numerous clubs and activities will be reviewed, but they must be able to prove that this position will become the forefront of their priorities
- Hours for this position can range anywhere from 2 to 20 hours a week, depending on what sports are in season
- Commitment to being an intern for the entire 2020-2021 academic year is preferred
- Candidates must be willing to work nights, weekends and holidays if necessary

BENEFITS

- Complimentary Florida State merchandise and apparel when available
- Career preparation including resume reviews, interview preparation, and industry introductions
- Networking opportunities with athletic department employees from all departments



Name: _____ Phone/Email: _____

SEMINOLES SPORTS MARKETING INTERNSHIP QUESTIONNAIRE

Please submit with your cover letter and resume.

Why do you want to intern with Seminoles Sports Marketing?

What strengths or attributes do you possess that will make you successful in this internship?

List all campus and community activities you are involved with, including other jobs:

How will you successfully manage your time commitments between this internship, your classes, and other activities listed above?



MARKETING PLAN

Create a 1-page marketing plan for one of the following events. Please keep Covid-19 protocols in consideration when creating the marketing plan.

Soccer vs. Duke | Volleyball vs. Miami | Baseball vs. Clemson

Sample questions to cover: How would you promote the game/event to the community and students? Is there a theme for your game/event? Who is your target market? Would you have any promotions?

**If you can create graphics, please showcase your skills on your plan.

FINAL QUESTIONS

DO YOU PLAN TO TAKE THIS INTERNSHIP FOR COURSE CREDIT? Y/N

DO YOU HAVE EXPERIENCE WITH ADOBE PHOTOSHOP? Y/N

I UNDERSTAND THIS INTERNSHIP MAY REQUIRE WORKING NIGHTS, WEEKENDS, AND POTENTIALLY DURING HOLIDAYS OR SPRING BREAK DEPENDING ON GAMES ASSIGNED TO ME. IF SELECTED FOR THIS INTERNSHIP, I WILL PRIORITIZE GAMEDAY ASSIGNMENTS AND MY DUTIES AS A SEMINOLES SPORTS MARKETING & FAN EXPERIENCE INTERN.

SIGNATURE _____ DATE _____

Submit your resume, cover letter, questionnaire and marketing plan to swallrich@fsu.edu

