



University of Colorado Athletics Marketing Internship Application 2018-19 Academic Year

Application period April 2-16

The University of Colorado Athletics Office of Marketing and Promotions is currently seeking interns for the 2018-19 academic year. As an intern with the Marketing and Promotions department, you will assist with game day operations, promotional activities, special events, or other work as assigned. In addition, interns may have the opportunity to assist with the development of marketing plans for season and single game tickets for various sports. We would like to have students in place prior to the start of the 2018 Fall Semester.

Requirements for CU Athletics Marketing Interns:

- Underclassmen are preferred but not required.
- All positions will be paid \$10.30/hour for game day help. Additionally, internships may count for academic credit depending on major. Determining eligibility for academic credit is the responsibility of the applicant.
- In the fall, you will be assigned to assist the Chip's Kids Club area during select football games and work volleyball and soccer games. Interns will have opportunities to sign up to work games and if enough interns don't sign up, CU Athletics staff will assign games and it will be your responsibility to find someone to cover your shift. You will be expected to work a majority of the events as well as attend planning/brainstorming meetings. Meeting schedules will be determined at a later date.
- Additional events and duties will also be assigned (approximately 5-10 events throughout the year) and interns may be selected to work at football games based on performance.
- In the winter/spring, all interns will be expected to work both men's and women's basketball games (approximately 8-10 basketball games) as well as women's lacrosse events (approximately 3-4 lacrosse game) and tennis (approximately 2).
- You will be expected to work over fall break, winter break and spring break (if events occur during those times).
- Interns must be energetic and engaging with our fans at all CU events.
- You will assist in distributing posters, schedule cards, event flyers, and other collateral to local businesses and around campus at select times.
- You will need to inform the Marketing Department of your class schedule and provide regular academic progress reports so as not to miss any classes or let this internship negatively affect your GPA.
- You are expected to attend marketing intern meetings regularly. These take place every two-three weeks. We discuss current events within the marketing department, help you with professional development and discuss new ideas for the department. These meetings are mandatory.
- You must be available on nights and weekends, and interns will be expected to start working two hours prior to the start of most athletic events.
- The average time commitment per week is 10 hours, depending upon sports' schedules.

Expected Duties of a CU Marketing Intern

- During CU sporting events, marketing interns can be expected to assist with the following:
 - Working the main marketing table which includes handing out posters, explaining upcoming game information and/or promotions, and handing out giveaways.
 - Set up and breakdown of tables, promotional materials, and giveaways.
 - Assist promotions and game day contests pregame, postgame, and on the court/field.
 - Help stage groups that are being recognized on the field/court.
 - Assist with national anthem performers and halftime performers.

This position is responsible for promoting the philosophy and objectives of the intercollegiate athletics program. This shall include adhering to the principles of the Department of Athletics Mission Statement, Diversity and Inclusion Mission Statement, Core Values, Policies and Procedures, as well as the rules and regulations of the University, the Pac 12 Conference and the NCAA.

The University of Colorado Boulder is committed to providing a safe and productive learning, living and working community. To achieve this goal, we conduct background investigations for all final applicants being considered for employment. Background investigations include a criminal history record check, and when appropriate, a financial and/or motor vehicle history. The University of Colorado is an equal opportunity and affirmative action employer committed to assembling a diverse, broadly trained faculty and staff. In compliance with applicable laws and in furtherance of its commitment to fostering an environment that welcomes and embraces diversity, the University of Colorado does not discriminate on the basis of race, color, creed, religion, national origin, sex (including pregnancy), disability, age, veteran status, sexual orientation, gender identity or expression, genetic information, political affiliation or political philosophy in its programs or activities, including employment, admissions, and educational programs. Inquiries may be directed to the Boulder Campus Title IX Coordinator by calling 303-492-2127.

Please Complete the Following Information

Name _____

CU Student ID Number _____

Local Address _____

Permanent Address _____

Phone _____

E-mail Address _____

Major _____ Cumulative GPA _____

Expected Date of Graduation _____

******IN ADDITION PLEASE ATTACH YOUR RESUME, A COVER LETTER, A LIST OF REFERENCES.***

Please briefly (keep response to 150 words or less) answer each of the following questions on a separate sheet of paper.

1. Why do you want to be a Colorado Athletics Marketing & Promotions Intern?
2. How would your best friend describe you?
3. What skills do you want to gain from this experience, and what skills can you offer us?
4. Give us five things you would do to increase student attendance for a women's basketball game. Provide examples of each idea.
5. If you could be any Disney or Pixar character, who would you be and why?

Important Dates:

Return your completed application no later than Monday, April 16, 2018 to Krista Huffman by e-mail Krista.Huffman@colorado.edu. Selected candidates will be contacted within one month of the deadline for interviews, to be completed in person and/or by phone.

For more information, contact Krista Huffman, Manager of Marketing and Promotions, at 303-492-0099.