



**Position: Athletics Marketing and Promotions Internship**

Texas State University, a NCAA Division I Institution, is seeking applications for unpaid Interns for Athletics Marketing and Promotions.

**Office Duties:**

- Assist with preparation and implementation of annual marketing plans for assigned sports
- Plan and implement game-day promotions and game management at Texas State home athletic contests, including organizing half-time promotions and entertainment
- Organize meetings and special events for sport specific programs, including meetings with on-campus organizations and special events to promote specific sport programs
- Design and manage the production of sport specific promotional materials including schedule cards and posters for each sport's home and away athletic contests

Interns will also assist in the implementation of game operations at various Bobcat Athletics during the school year. All interns must be available to work 10 to 12 office hours per week and approximately one out of every four home athletic contests. Interns will also be required to work some on-campus and community events promoting Texas State Athletics, outside of games.

**Game Day Duties:**

- Working fan relations booths and providing excellent customer service to fans and students
- Finding contestants for and executing in-arena/in-stadium promotions
- Helping with game day marketing and promotions efforts
- Set-up and break-down of game operations elements
- Various other duties deemed necessary for game operations

**Required Qualifications:**

- Ability to interpret and review manuals, game reports, marketing plans and proposals
- Outstanding communication skills, both written and oral, in order to create and present marketing plans, promotional materials, proposals and advertising
- Skill in basic math used in calculating sponsorship and advertising revenue
- Skill in interacting with students and members of the community and building relationships with area businesses, the community and student body
- Ability to speak to outside groups and current and prospective sponsors
- Proficiency with MS Office and internet social networking sites
- Ability to lift at least 30 lbs
- Interest in marketing, public relations, sales, event planning and sports

**Preferred Qualifications:**

- Internship class credit
- Familiarity or proficiency with Adobe Photoshop and InDesign
- Work towards bachelor's degree or master's degree
- Previous collegiate marketing experience

*To apply please send cover letter and resume to:*

**John McElfresh**  
**Assistant Director- Marketing and Promotions**  
**Texas State University Department of Athletics**  
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**512-245-1827**