‘Cat Crew Marketing Internship Program
UNH Athletics Marketing and Promotions

The ‘Cat Crew is comprised of interns who are interested in gaining experience in the field of marketing and promotions, particularly as they relate to sporting events. The internship is awarded on an annual basis and requires a minimum of 10-20 hours per week. This weekly commitment includes at least four hours in the office and six to 10 hours staffing numerous Wildcat sporting events, most of which take place on weekends, in the evening, and occasionally on holidays. Interns must be available to staff sporting events from late August 2017 through May 2018, including all home football games and men’s hockey games. This also includes one to two men’s hockey game(s) at the SNHU Arena in Manchester, N.H. and any and all post-season competitions on and off-campus. This unpaid internship is worth 8.0 credit hours per year (4.0 each semester) if the given program of study allows. Scheduled office hours will begin the first week of school, but interns are encouraged to begin their sport specific-projects earlier.

Internship Description
• Assist the marketing and promotions staff in all aspects of daily operations.
• Oversee various responsibilities for specifically assigned sports or projects, including but not limited to:
  o Creating promotional plans for your sport(s);
  o Organizing and implementing promotions, contests and other game-day activities;
  o Creating video board graphics, flyers, newspaper ads, and newsletters;
  o Assisting with email and direct mail marketing efforts;
  o Producing game timelines and public address announcement scripts;
  o Planning and executing special events for students, fans, and Kids’ Club members;
  o Game day event management (including pre-game, in-game, post-game production); and
  o Coordination of promotional events and game-day activities, including premium item distribution, contests, information table set-up, field set-up, and on-field presentations.
• Attend all home football and men's hockey games; at least half the men's and women's basketball games; half the women's hockey games; gymnastics meets, as required; as well as, select non-ticket events, play-off events, and any men's hockey games at the SNHU Arena.
• Attend weekly ‘Cat Crew meetings with other team members (typically 3:00-4:00 PM on Fridays).

Qualifications
• Computer and desktop publishing experience (Microsoft Office, PhotoShop)
• Must be able to work evenings, weekends, some holidays, and winter break
• Strong verbal, written, organizational, and interpersonal skills
• Ability to work in a time sensitive, team-oriented environment
• Initiative, dedication, and a strong work ethic
• Willingness to commit to position for entire academic year
• A good sense of humor and willingness to solicit fan participation

Benefits Include
• Invaluable marketing program experience
• An opportunity to earn class credit (4.0-8.0 credit hours)
• Networking opportunities and interaction with department directors
• Upon successful completion of internship program, recommendations from UNH Athletics
• Behind the scenes access to Wildcat sporting events
• Wildcat merchandise
• Tickets to UNH athletic events

If interested in applying for this internship, please submit the attached application, your resume, and two personal references to Kim Orso, Associate Athletic Director for Marketing and Promotions. Upon submittal of your application, you will be contacted for an interview. For more information, contact Kim Orso at (603) 862-3838 or kim.orso@unh.edu.
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NAME: ____________________________________________________

SCHOOL ADDRESS: ____________________________________________________

____________________________________________________________________

PRIMARY PHONE #: ____________________________________________________

EMAIL ADDRESS: ____________________________________________________

HOMETOWN: ____________________________________________________

YEAR OF GRADUATION: ____________________________________________________

I. Please address the following questions on a separate piece of paper and attach it to this form.

1. Why do you want to be a ‘Cat Crew Sports Marketing Intern?
2. What Wildcat sporting events have you attended? After seeing a Wildcat sporting event, what is one thing you would do to increase student attendance?
3. List campus/community activities and work experiences, and address how they have prepared you for this internship.
4. List any specific strengths or skills you have that will contribute to your success as an intern (i.e. graphic design, event management, customer service, social media, etc.).
5. List computer skills and programs in which you are proficient.
6. Primary area(s) of interest, including: Director of Sports Marketing for Football, Women’s Hockey, Men’s Hockey, Men’s Basketball, Women’s Basketball, and/or Gymnastics; ‘Cat Pack student section spirit group and mascots; and/or Wildcat Kids’ Club.

II. Please attach a copy of your resume and contact information for two additional personal references.

The University of New Hampshire is an Equal Opportunity Employer.