UIS Athletics Department

Athletics Event Planning and Promotions Internship

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How should I contact this agency? Email
How should students submit cover letters and resumes? Email

General Description of agency or business
The University of Illinois Springfield Intercollegiate Athletic Department is a Great Lakes Valley Conference NCAA Division II member. Currently, the department is home to more than 250 student-athletes across 16 sports. UIS Athletics believes in the importance of commitment, honesty/integrity, accountability, fun, respect, and a good work ethic. This concept teaches student-athletes the importance of balancing classes with being an athlete and volunteer. Our department creates partnerships with the Springfield community to create a fun, family game environment and engaging experience for all.

Internship or Job Description

Title: Athletics Event Planning and Promotions Intern

- Assist the Assistant Athletic Director of Media & Communications and Assistant Athletic Director for Game Ops and Fan Engagement in the operations of the media relations and promotional efforts of the UIS athletic department for the 2017 – 2018 season
- Assist in planning of the 2017 Golf Outing, 2017 Backyard Barbeque, 2017 Homecoming
- Work with community partners to plan successful promotional nights for select Volleyball, Soccer, and Basketball games
- Rebuild the student section, “Blue Crew”
- Create and execute aspects of a social media plan on Twitter, Facebook, YouTube, etc.
- Develop UIS Athletics Instagram Account
- Help with community engagement by being a contact for several community groups around the Springfield community
- Assist in creative ways to continue the branding of UIS Athletics in the community
- Assist in the development of promotional ideas and help execute plans on and off campus
- Create contests during home sporting events
- Liaison for student ideas and thoughts about athletic events
- Other duties as assigned

Qualifications for the position:

- Working towards earning a degree in Business Administration or Communication; other majors will be accepted if proven interest in collegiate athletics is shown.
- Interest in collegiate athletics
- Ability to show initiative and handle multiple tasks
- Excellent people skills
- Demonstrates working knowledge of Microsoft Word and Excel and working familiarity with e-mail
- Preferred knowledge of InDesign/Photoshop, not required
- Requires night and weekend work
Basic student learning anticipated
Student will assist with many aspects of collegiate sports information including, but not limited to, media relations, sports communications, game day operations, and social media plans. Planning and executing events from the beginning until the end; marketing a Division II athletics program; community engagement and marketing plans for the department.

Hours per week: 8 - 10
Number of weeks: 10-15
Position Available: Summer 17
Unpaid

Updated: April 25, 2017