Marketing and Promotions Internship – Fan Experience
Applications are due no later than 5:00 pm on Friday, April 16

JOB DESCRIPTION: The Oregon Athletics Department invites applicants for the position of Fan Experience Intern. This internship will provide a practical, hands-on experience in the area of marketing, promotions and attendance enhancement strategy, while pursuing a degree at the University of Oregon. This position will assist in the coordination and execution of all varsity sporting contests with primary objectives dedicated to increasing attendance, improving atmosphere, sponsorship fulfillment, revenue generation and branding. Successful candidates will work closely with full-time staff and other fan experience personnel to develop and execute initiatives that further enhance the fan and student-athlete experience of Oregon Athletics.

College course credit is available depending on course requirements.

JOB RESPONSIBILITIES:
- Collaborate in the development of marketing plans, script writing and gameday promotions for assigned sport(s) to increase attendance and improve gameday atmosphere
- Create videoboard graphics, schedule cards, autograph cards and flyers utilizing Adobe Creative Suite
- Manage promotional elements at all home football games during the 2021 season, as well as other required athletics competitions
- Develop community initiatives – autograph days, National Anthem contest, Jr. Duck Club, fan days, etc.
- Assist the marketing and promotions staff in all aspects of daily operations and complete assigned office hours

MINIMUM QUALIFICATIONS:
- Willing and able to complete 12-15 hrs/week to this unpaid internship that begins September 1 and concludes on June 24—including nights, weekends, holidays and academic breaks
- Must be a college student enrolled at the University of Oregon
- Position may involve heavy lifting and physical activity

DESIRED QUALIFICATIONS:
- Strong customer service, time management, attention to detail and organizational skills
- Self-starter attitude
- Working knowledge of Adobe Creative Suite

APPLICATION PROCESS:
Please email resume and application packet to Alexis Malhado at amalhado@uoregon.edu no later than 5:00 pm on Friday, April 16.
MARKETING AND PROMOTIONS
FAN EXPERIENCE INTERNSHIP
2021-22 APPLICATION

EMAIL THIS COMPLETED FORM AND RESUME TO ALEXIS MALHADO AT AMALHADO@UOREGON.EDU NO LATER THAN 5:00 PM PST ON FRIDAY, APRIL 16.

Name __________________________________________

Local Address _____________________________________

Permanent Address ___________________________________

City ___________________________ State ____________ Zip ____________

Hometown ___________________________ Major _______________________

Year in School (2021-22) _______________ Phone (Day & Night) __________________

E-mail Address _______________________________________

What are three characteristics you believe are essential to becoming a Fan Experience intern? How would you demonstrate these attributes?

What challenges do you foresee as a Fan Experience intern?
What is one creative & unique promotional idea you would implement at an Oregon athletics event?

Assess your proficiency with the following computer applications:

Please rank each as: E - Expert; P - Proficient; F - Familiar; L - Limited; N - None

Photoshop __________
InDesign __________
Illustrator __________
Other (list)

In 250 words or less, please explain why you should be part of the 2021-22 Fan Experience Internship team.

NOTE: YOU MUST BE WILLING AND ABLE TO COMPLETE 12-15 HOURS PER WEEK TO THIS UNPAID INTERNSHIP THAT BEGINS SEPTEMBER 1 AND CONCLUDES ON JUNE 24--INCLUDING NIGHTS, WEEKENDS, HOLIDAYS AND ACADEMIC BREAKS.