Boston University Athletics
Marketing and Promotions Internship

The Boston University Department of Athletics is seeking a qualified individual for an internship during the academic year.

The Marketing and Promotions Intern will work primarily with the Assistant Director of Marketing and Promotions to execute the below tasks. The Marketing and Promotions Intern will also collaborate with the Director of Marketing and Digital Media, as well as the rest of the Marketing Communications unit in Athletics.

Responsibilities:

- 40% - Coordinate and execute game day presentation for various sports.
  - Execute in-game promotions
  - Produce game timelines and PA scripts
  - Organize in-venue music and coordinate with mascot, band, cheer and dance
- 20% - Assist with the creation and implementation of marketing plans for select sports; develop and implement marketing strategies; execute strategies to increase attendance, fan engagement and social media engagement; assist with digital media projects as necessary
- 15% - Management of community and nonprofit databases
- 10% - Provide support in coordinating efforts for the Junior Terriers Kids Club
- 10% - Provide support in coordinating efforts for Terrier Fan Zone Rewards Program.
- 5% - Other Duties as assigned

Qualifications:

- Strong knowledge of, and demonstrated interest in, intercollegiate athletics and marketing
- Ability to work approximately 6-7 hours per week, including some evenings and weekends
- Must be able to commute to Boston University campus
- Excellent oral, written and interpersonal skills
- Exceptional organizational skills
- Innovative, creative and energetic personality
- Understanding of digital and social media marketing tools and best practices
- Knowledge of the Microsoft Office, especially Word and Excel, preferred
- Knowledge of the Adobe Design Suite, especially Photoshop and InDesign, preferred

Candidates should email a resume and at least two references to Leo Pare at lpare@bu.edu.