

Sports Marketing Student Internship Program

The Navy Sports Marketing department is seeking interns for **Fall 2023** with the possibility of continuing further. During the spring, internships are designed to mirror the academic semester and run from August through December, with the opportunity to be extended through the spring semester if both parties wish to do so.

Job Description:

- Assist in marketing, promotions and game day operations for Navy Athletic events including Football, Basketball, Soccer, Volleyball, and Wrestling games, as well as NCAA hosted tournaments
- Tasks include but not limited to:
- On-field promotions with contestants
- Item giveaways
- Corporate sponsorship activation
- Youth team/group liaison
- Music/video board operation
- Assisting with the growth of our kids club
- Assisting with the growth of our social media platforms
- Growth within program available to include in-office work during the week. Interns selected at the discretion of marketing staff based on experience and performance.

Requirements:

- Be able to work both independently and as part of a team
- *Must be available to work events which include days, nights and weekends throughout the extended academic year*
- **Fall interns are required to work all home Navy Football games**
- Be punctual, have excellent communication skills and ability to work in a fast-paced, dynamic environment
- Present themselves as representatives of the Naval Academy Athletics Department, while adhering to dress codes and etiquette restrictions
- Students must be energetic, responsible, organized and motivated to assist the Navy Sports Marketing office in carrying out the marketing plan for one of the top intercollegiate athletic programs in the country.
- Students will work multiple events throughout each month dependent on Navy schedules. Usually ends up around 5-8 events a month though some months could be more depending on the number of events
- Some interns will have the opportunity to work in the Navy Marketing office during the week on longer term projects and campaigns. Interns are selected at the discretion of the marketing staff based on experience and performance.

Benefits:

- Access to all areas at all events worked
- Course credit is available if approved by one's college/university

- Opportunity to be involved with one of the premier Division 1 athletic programs in the country
- Networking opportunities

Note: This is an unpaid internship but course credit is available with instructor approval.

How to Apply: To apply, send a resume to: Eric Beatty, Director of Marketing, at ebeatty@usna.edu and Elise Winder, Human Resources Director, at naaahr@usna.edu. NAAA is an equal EEO/AA employer. The Navy Sports Marketing office is located on the second floor of Ricketts Hall at the U.S. Naval Academy in Annapolis, Maryland.