



2019-20 MARKETING INTERNSHIP APPLICATION CLEMSON ATHLETICS

GENERAL RESPONSIBILITIES

- Assist the Clemson Athletic Marketing staff in the development, coordination and implementation of marketing and promotional efforts for all 19 sports, and any specific sport to which you are assigned.
- Attend scheduled weekly/bi-weekly intern staff meetings, intern huddle meetings and optional intern development events.
- Develop full-scale marketing plans for sports as needed.
- Assist with managing public address announcers, coordinating music, video board elements, cheer squad, pep band, and other marketing needs to direct the flow of games, events and promotions as needed.
- Work Fan Zone prior to each home football game and select special events, such as Fan Days and Rock the John.
- Fulfill sponsored elements such as logo exposure, PA announcements, promotions, and events
- Improve the atmosphere at each event through the use of games, giveaways, contests, trivia and music, etc.
- Promote athletic events and communicate promotions within the residence halls, Greek system, student body, etc.
- Distribute posters and schedule cards to assigned locations, and check for refills on a bi-weekly basis.
- Learn about the sports marketing field and HAVE FUN!

MINIMUM QUALIFICATIONS

- Genuine interest in athletics and the sport industry
- Ability to manage time commitment and dedicate all required of office and event hours
- Full-time Clemson University student (not applicable for summer interns)
- Maintain a 2.50 GPA or higher
- Excellent oral communication skills, written communication skills, and customer service skills
- Strong work ethic and a willingness to learn
- Ability to multi-task, stay organized, keep up with high-energy, fast paced environment
- Working knowledge of Microsoft Office (Word, Excel, PowerPoint)

PREFERRED QUALIFICATIONS

- Marketing, public relations, or advertising major (or related field)
- Potential to serve as an intern for more than one year
- Working knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Working knowledge of collegiate sports and NCAA guidelines

BENEFITS

- Clemson University Nike gear
- Networking opportunities and interaction with department staff members
- An opportunity to earn class credit (highly encouraged, if applicable)
- Hands-on experience working in collegiate athletic marketing
- Workforce preparation training, including resume review and mock interviews

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STEPS TO APPLY

1. FULLY COMPLETE THE APPLICATION ON THE NEXT PAGE, COMPLETE WITH TYPED RESPONSES FOR THE QUESTIONS AT THE BOTTOM OF THE PAGE.
2. ATTACH A COVER LETTER AND RESUME TO YOUR APPLICATION AND SUBMIT VIA EMAIL TO SPENCER MCANALLY
3. ASK AT LEAST ONE REFERENCE TO SUBMIT A LETTER OF RECOMMENDATION ON YOUR BEHALF - THIS SHOULD BE SIGNED AND DATED. PLEASE HAVE THEM SUBMIT A PDF VIA EMAIL TO SPENCER MCANALLY

****APPLICATION DEADLINES****

- FALL/SPRING INTERNSHIP - MONDAY, JUNE 3RD AT 5 P.M

QUESTIONS?:

SPENCER MCANALLY

DIRECTOR OF MARKETING - CLEMSON UNIVERSITY ATHLETICS

(O) 864.656.3183

(E) MCANAL2@CLEMSON.EDU

INTERVIEW PROCESS:

- ONCE THE APPLICATION DEADLINE HAS PASSED, APPLICATIONS AND RESUMES WILL BE REVIEWED AND PHONE INTERVIEWS WILL BE CONDUCTED WITH EACH APPLICANT.
- IF NECESSARY, FINAL CANDIDATES MAY THEN BE ASKED TO ATTEND AN IN-PERSON INTERVIEW
- SELECTED APPLICANTS WILL BE NOTIFIED VIA EMAIL BEFORE AUGUST 1ST.

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NAME: _____ *GENDER: _____

CELL PHONE: _____ EMAIL: _____

LOCAL ADDRESS / RESIDENCE HALL: _____

CITY: _____ STATE: _____ ZIP CODE: _____

HOME ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

*TWITTER HANDLE: _____ *INSTAGRAM HANDLE _____

FULL-TIME CLEMSON STUDENT?: YES NO GPA: _____

MAJOR: _____ CONCENTRATION: _____ CLASSIFICATION: _____

*ACADEMIC MINOR: _____ ANTICIPATED GRADUATION DATE: _____

CAREER ASPIRATIONS: _____

CAMPUS INVOLVEMENT: _____

* not required

DID YOU GROW UP A CLEMSON FAN?: YES NO

CAN YOU ATTEND INTERN ORIENTATION ON 8/21?: YES NO

ARE YOU AVAILABLE TO WORK FAN DAY ON 8/11? YES NO

HAVE YOU INTERNED WITH US IN THE PAST?: YES NO

ARE YOU APPLYING FOR COURSE CREDIT?: YES NO

Please rank the top five (5) sports with which you would like to work, with 1 being your first choice. Due to the needs of the department, you may or may not get assigned to your most desired sports.

_____ BASEBALL	_____ GOLF (W)	_____ VOLLEYBALL
_____ BASKETBALL (M)	_____ SOCCER (M)	_____ TENNIS (M)
_____ BASKETBALL (W)	_____ SOCCER (W)	_____ TENNIS (W)
_____ FOOTBALL	_____ ROWING	_____ SOFTBALL
_____ GOLF (M)	_____ TRACK & FIELD	

On a separate sheet of paper, please type your answers to the following questions:

1. Why do you want to intern with Clemson Athletic Marketing?
2. What would you bring to this job that sets you apart from other applicants?
3. Give an example of a substantially large time commitment you have had (project, campus activity, leadership role, etc.) and explain how you managed your time to complete multiple tasks.
4. What do you do for fun? Describe your hobbies and interests.
5. Please list one idea for improving student attendance at one of the following sports (try to do your research to ensure it is not already being done here): M Basketball, W Basketball, Baseball or Softball. Describe your idea in detail and give us a brief plan for implementation.
6. (IF SOPHOMORE OR OLDER) What Clemson athletic events have you attended in your time as a student? Describe the frequency of your attendance and list one in-venue experience in detail and describe your thoughts - was it a good or bad experience, what did you like and what did you not like, what are your suggestions for improvement?