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.

• Serve as Marketing Manager for Volleyball
  • Creation of full-scale marketing plans that will lead to an increase in attendance
  • Produce the scripts and run-of-show that will enhance the game day atmosphere
  • Coordination of advertising, collateral production, and entertainment and promotions

• Football Game Day Promotions Co-Coordinator
  • Coordinate all on field events and promotions
  • Manage pre-game events including Tiger Tailgate Show activations
  • Schedule and Oversee student interns

• Men’s and Women’s Basketball
  • National Anthem Scheduling and Coordination
  • Assist with Sponsorship Fulfillment
  • Assist with video board production
  • Oversee all on-court promotions

• Assist in the leading the Student Internship Program
  • Recruit, Schedule and train a team of approximately 40 student workers

• Serve as marketing liaison for Student groups or local community organizations

MINIMUM QUALIFICATIONS

• Genuine interest in athletics and the sport industry
• Ability to manage time and commit to all required office and event hours
• Must enroll in the Clemson Graduate School
• Bachelor Degree
• 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 Graduate Assistant for more than one year
• Working knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign)
• Working knowledge of collegiate sports and NCAA guidelines

BENEFITS

• Clemson gear
• Networking opportunities and interaction with department staff members
• Hands-on experience working in collegiate athletic marketing
• A semester stipend of $9,000 for Fall and Spring semesters and $8,000 for Summer
STEPS TO APPLY

1. FULLY COMPLETE THE APPLICATION ON THE NEXT PAGE. APPLICANTS MUST ALSO APPLY WITH CLEMSON UNIVERSITY GRADUATE SCHOOL. IF SELECTED, THE ASSISTANTSHIP WILL BE CONTINGENT UPON ACCEPTANCE INTO A GRADUATE PROGRAM AT CLEMSON UNIVERSITY

2. ATTACH A COVER LETTER AND RESUME TO YOUR APPLICATION AND SUBMIT VIA EMAIL TO SPENCER MCANALLY AT MCANAL2@CLEMSON.EDU

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 MCANAL2@CLEMSON.EDU

**THE DEADLINE TO APPLY FOR THIS POSITION IS APRIL 17TH AT 5PM**

QUESTIONS?:
SPENCER MCANALLY
DIRECTOR OF MARKETING – CLEMSON 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 SELECTED APPLICANTS.
• IF NECESSARY, FINAL CANDIDATES MAY THEN BE ASKED TO ATTEND AN IN-PERSON INTERVIEW AT THE MCFADDEN ATHLETIC ADMINISTRATION BUILDING. THIS INTERVIEW MAY ALSO BE CONDUCTED VIA SKYPE, IF NEEDED.
• SELECTED APPLICANTS WILL BE NOTIFIED VIA EMAIL BEFORE MAY 25TH.
2020-21 MARKETING GRADUATE ASSISTANT APPLICATION
CLEMSON ATHLETICS

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**CURRENT CLEMSON STUDENT?:** □ YES □ NO

**UNDERGRADUATE INFORMATION**

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**CAREER ASPIRATIONS:**

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**DID YOU GROW UP A CLEMSON FAN?:** □ YES □ NO

**HAVE YOU INTERNEED WITH US IN THE PAST?:** □ YES □ NO

**DO YOU HAVE ATHLETIC MARKETING EXPERIENCE?** □ YES □ NO (If yes, provide marketing plan examples)

**DO YOU HAVE ADOBE CREATIVE EXPERIENCE?** □ YES □ NO (If yes, provide examples)

**HAVE YOU APPLIED TO CLEMSON GRADUATE SCHOOL?** □ YES □ NO

Clemson University is an AA/EEO employer and does not discriminate against any person or group on the basis of age, color, disability, gender, pregnancy, national origin, race, religion, sexual orientation, veteran status or genetic information. Clemson University is building a culturally diverse faculty and staff committed to working in a multicultural environment and encourages applications from minorities and women.