

## POSITION PROFILE

<b>Position Title:</b>	Sports Information, Marketing & Content Creation Internship
<b>EOU Department/College:</b>	Athletics Department
<b>EOU Supervisor Title:</b>	Assistant Athletic Director of Marketing & Communications
<b>Typical Job Duration:</b>	October to June; potential summer hours
<b>Job Level:</b>	Level 4
<b>Type of Schedule:</b>	Part-time; sports event schedule
<b>Typical Hours:</b>	Requires availability during sports events, including evenings and weekends. Hours may vary based on the athletic calendar
<b>Typical Number of Hours:</b>	15-20 hours per week, potentially increasing during peak sports seasons or special events

## POSITION INFORMATION

### Student Position Description Summary:

The dynamic Sports Information, Marketing & Content Creation internship provides a comprehensive experience equipping interns with valuable skills and insights into the collegiate sports communication landscape. Reporting to the Assistant Athletic Director of Marketing and Communications, the student intern position undertakes a multifaceted role in supporting the department's mission to inform and engage stakeholders through sports information, marketing, and content creation. The intern will directly learn about the industry of sports information, the connection it has to their coursework, and developing their Career-Readiness competencies such as professionalism, communication, and leadership. The ideal candidate should have a strong passion for various sports, collegiate athletics, the sports industry, and a genuine enthusiasm for the production of quality marketing content and information.

### Job Duties, Functions & Responsibilities:

The responsibilities encompass assisting in the creation and distribution of sports-related content; managing social media accounts; producing written materials such as press releases and game summaries; and contributing to marketing strategies and campaigns. This position provides and generates real-time updates and multimedia content while covering live sporting events.

### Sports Information Duties:

- Gather and disseminate accurate sports-related information
- Communicate with athletes, coaches, and media personnel during events
- Update and maintain rosters, schedules, and statistics
- Create aesthetically pleasing and engaging graphics to enhance sports content

### Marketing Duties:

- Assist in executing marketing strategies targeting a diverse audience
- Design basic promotional materials for events using industry standard software
- Participate in creating and managing social media campaigns
- Analyze metrics and make informed decisions for improvements

## ***Sports Information, Marketing & Content Creation Intern***

### Position Description

#### **Content Creation Duties:**

- Produce videos with satisfactory footage
- Edit videos using industry-standard software
- Create multimedia content to tell cohesive stories across various platforms

## **HIRING CRITERIA**

#### **Minimum Qualifications:**

- Current or next-term undergraduate enrollment of at least 6 credits/graduate enrollment of 9 credits
- Must be in good academic standing (GPA 2.0 or higher)
- Passing background check pending employment offer
- Ability to work nights and weekends

#### **Preferred Qualifications:**

- Enrolled in or completed course work in the following areas: Communications, Marketing, Sports Management, Journalism, or a related course
- Previous involvement in sports, either as an athlete, volunteer, or in a similar capacity
- Demonstrates a deep understanding of the sports culture
- Experience in sports information, marketing, content creation, or related roles
- Experience with digital marketing concepts, strategies, management, and analytics

#### **Desired Knowledge, Skills & Abilities:**

- Demonstratable interest in and knowledge of various sports, collegiate athletics, and the sports industry
- Ability to craft engaging and error-free content, including press releases, articles, and social media posts
- Awareness of Associated Press (AP) Style for writing and editing in the context of sports reporting
- Ability to produce high-quality sports photography or videography
- Proficiency in multimedia with digital content creation tools and platforms, including video editing software and social media management tools
- Strong writing and communication skills, capable of producing compelling sports content
- Ability to work effectively in a team and adapt to a fast-paced sports environment
- Knowledge of sports statistics and current trends in collegiate athletics

## **STUDENT LEARNING OUTCOMES** *as a result of completing this internship, the student will...*

#### **Academic/Discipline-Specific Learning Outcomes:**

- Design promotional materials (posters, flyers, and digital advertisements) using industry-standard software such as Adobe Photoshop and Illustrator
- Adhere to industry standard AP Style formatting in writing samples
- Apply appropriate marketing strategies to a variety of projects
- Incorporate written information, visuals, and videos into multimedia content
- Implement copyright regulations and permissions when using third-party media resulting in compliancy
- Demonstrate fundamentals of video production including the pre-production planning, filming techniques, and post-production editing

## ***Sports Information, Marketing & Content Creation Intern***

### **Position Description**

#### **Industry Learning Outcomes:**

- Acquire Industry-specific connections with professionals in the sports industry
- Create industry-standard quality graphics that are visually appealing, informative, and enhance sports-related content for digital and print media
- Produce story-telling multimedia content with a comprehensive focus on the sports teams and their achievements
- Demonstrate increased creativity and adaptability skills during the duration of the internship from working on a variety of content formats (game previews, player profiles, behind-the-scenes features, and event recaps)
- Gather, organize, and disseminate accurate and timely sport-related information through press releases, game summaries, and social media updates
- Within the given timeframe, maintain and update team rosters, schedules, and statistics on the official website and other relevant platforms
- Tailor content for different platforms, including the EOU website, social media channels, and email newsletters

#### **Career-Readiness/Essential Employability Skills Learning Outcomes:**

- Assess the career opportunities within the sports industry and marketing occupations (Career & Self-Development Competency).
- Communicate in a clear and organized manner during press conferences and interviews measured by athletes, coaches, and media personnel qualitative input (Communication Competency).
- Produce quality work within deadlines (Professionalism Competency).
- Collaborate with the creative team in the development of innovative video concepts showcasing the athletes, team spirit, and the excitement of EOU sports (Teamwork Competency).
- Use relevant information and reasoning when faced with unexpected challenges during live events and productions (Critical Thinking Competency).
- Deconstruct metrics gathered from the tracking and reporting of ticket sales, social media engagement, and website traffic (Critical Thinking).

## **PROFESSIONAL DEVELOPMENT & TRAINING**

### **Professional Development & Training**

EOU student employees have an opportunity to engage in professional development and training as a part of the job. Supervisors support the attainment of professional development by either providing internal department-specific training and/or time reassigned from normally scheduled duties to participate in University-wide training opportunities including appropriate virtual community training opportunities.

Specific training/professional development opportunities:

- Collegiate sport statistic training (industry standard statistic software and rules)
- Sports Photography and Videography training
- Multicultural-sponsored training, activities, and events
- Career exploration activities via Career Services
- EO Career Expo Career-Ready symposium First Wednesday in April
- Resume Review with Career Services and/or WorkSource Oregon

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#### **LEARNING ASSESSMENT & PERFORMANCE EVALUATION**

##### **Learning Assessment and Performance Evaluation**

Once a term, student employees and supervisors meet to discuss the progress on completing the position's learning outcomes and the employee's job performance. Specifically:

- Adjustments to the learning outcomes and job duties as needed in order to meet the outcomes
- Upcoming training and professional development opportunities
- On-the-job performance feedback and the level of meeting job duty expectations
- Application of coursework to the workplace, job duties, and learning outcomes
- Application of possible connections to future career-related interests and coursework

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