



INTERNSHIP OPPORTUNITY: Student Coordinator of Marketing/Promotions for Intramural & Club Sports Job Description

Program Description:

The purpose of the Intramural Sports program is to provide healthful exercise, promote leisure education, enrich social competence, and develop group loyalty.

Our Goal is “**A Sport for Everyone, and Everyone in A Sport!**” Competition is organized according to interest on campus in a variety of activities. These activities include individual sports, dual sports, and team sports for male, female and co-rec participants.

Responsibilities:

Responsibilities include working with the Assistant Director of Intramural & Club Sports and Intramural Supervisors to market, promote and evaluate all aspects of UWW Intramural Sports. Will need a general understanding of sports and previous experience creating posters, videos and promotional materials for a comprehensive program.

Duties Include:

Assist the operations of the Intramural Sports program, including promoting and marketing all intramural activities.

Generate ideas from Intramural Supervisors to promote all aspects of the Intramural programs, including posters, flyers, videos and announcements.

Respond to E-mail using the Intramural Sports Account.

Create videos to market and promote Intramural Sports – including, but not limited to advertisements, registration deadlines, highlight videos and catchy commercials or segments.

Plan, develop and manage all UWW Intramural Sports Social Media Accounts including Facebook, Twitter and YouTube.

Develop content on media slides for digital display boards that include posters, announcements, pictures and other important Intramural Announcements.

Take photos at intramural events and use in marketing and promotion materials.

Act as a “Customer Service Representative” at all times and never responding “I Don’t Know.”

Incorporate and use D2L as a means of communication for Officials’ Schedules, Officials’ substitutes for shifts and posting of important announcements or documents.

Supervision Received:

General supervision is received from the Assistant Director of Intramural & Club Sports.

Minimum Qualifications:

A strong passion for sports is a plus and even better if you play Intramural Sports.

Interest in photography, graphic design, and other media is encouraged.

Previous experience creating posters, digital media, videos, and other effective marketing tools are essential.

Must be able to attend Staff Training during a week in August and attend weekly staff meetings throughout the academic year.

The position is available starting late spring 2017. Some summer office hours will be suggested in order to prepare for the fall of 2017 semester.

If you have any questions or would like more information, please contact either Michaela Osterberg (OsterberMA28@uww.edu) or James Friel (frielj@uww.edu)