

## **Athletic Marketing GRADUATE ASSISTANT**

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The Department of Athletics at Queens University of Charlotte is a leading NCAA Division II program in the United States distinguished by its commitment to transforming the lives of its students, and consistently competing at the highest possible levels. Housing 32 varsity level sports, the Royals are a member of the South Atlantic Conference with the men's and women's swimming teams competing in the Bluegrass Mountain Conference. Additionally, Queens has ranked top 10 in the NCAA DII Learfield Directors' Cup standings for four consecutive seasons. Former graduate assistants and interns have used their experiences working with the Royals to land jobs with organizations like the Carolina Panthers, Charlotte Hornets, USA Triathlon, and USA Swimming, as well as, other athletic departments.

This is a 12-month renewable internship that reports directly to the Assistant Athletic Director for Communications. The successful candidate must be enrolled as a full-time graduate student at Queens University of Charlotte. Compensation will include tuition remission for up to six credit hours per semester. No stipend or housing is included. There is no expressed or implied commitment to a paid position upon completion of the internship.

### **DUTIES AND RESPONSIBILITIES**

This is a great opportunity to learn athletics operations from the inside-out. The graduate assistant for athletic marketing will learn how to assist the assistant athletic director for communications with day-to-day operations in marketing for the department. The selected individual will be provided instruction and directions and perform duties under close observation.

- Learn and practice management, development and implementation of all marketing and promotional efforts for assigned sports including student and community outreach, game day atmosphere and development.
- Learn and practice implementation of marketing plans for assigned sports.
- Learn and practice coordinating on-court/field, pre-game, half-time and post-game entertainment, and music for various varsity sports programs.
- Learn and practice assisting with coordination of community outreach efforts to involve groups throughout the area.
- Learn and practice working with development office to build relationships with current sponsors and locate new game day sponsors.
- Learn and practice assisting in the development and implementation of single game promotions to increase revenues.
- Learn and practice assisting with training student and volunteer staff.
- Learn and practice coordinating game day planning and promotions for various varsity sports programs.
- Learn and practice assisting in the development of printed materials (i.e. posters, schedule cards, season ticket brochures, etc.).
- Learn and practice oversight of development and execution of social media platforms to ensure the maximization of creative and effective messaging to target audiences.
- Learn and practice development and execution of a clearly defined social media strategy for individual sports and areas within the athletics department.



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- Learn and practice utilization of social media to promote teams, student-athletes, and upcoming events.
- Learn and practice daily maintenance of the athletic website.
- Learn and practice designing graphics for athletics website, social media, and various publications.
- Learn and practice assisting in home event management and staffing.

### QUALIFICATIONS

- Undergraduate degree in marketing, sports marketing, or related area of study.
- Must be a current, full-time graduate student at Queens University of Charlotte.
- Prior experience in sports marketing in a collegiate setting.
- Strong communication, organization, writing, editing and design skills.
- Experience using Mac and PC computers.
- Working knowledge of social media platforms.
- Strong follow-up and follow-through skills as well as ability to plan, organize and control projects through to completion.
- Knowledge of Adobe Suite (InDesign, Photoshop, Illustrator, Premiere).
- Photography and video recording skills are strongly encouraged.

## Application Process

Individuals wishing to apply should submit a cover letter and résumé along with writing samples to Phylcia Short, Assistant Athletic Director for Communications, at [shortp@queens.edu](mailto:shortp@queens.edu).

Any candidate that is considered for the position must be accepted into a graduate program at Queens University of Charlotte before the offer of the position can be officially extended.

### ABOUT QUEENS UNIVERSITY OF CHARLOTTE

Located in the heart of the nation's second fastest growing metropolitan area, Queens University of Charlotte leverages the city's diverse and thriving environment as an extended classroom. Nationally recognized for undergraduate programs in international and interdisciplinary education, Queens blends the best of liberal arts learning with professional preparation and community engagement. Focused on supporting success for diverse learners, including traditional and non-traditional students as well as those pursuing graduate degrees and certifications, Queens' graduate assistants learn and apply new skills and contribute to the University's mission of providing students with transformative educational experiences that nurture intellectual curiosity, promote global understanding, encourage ethical living and prepare individuals for purposeful and fulfilling lives. Our graduate assistants experience rewarding work in a supportive environment that encourages continuous growth and learning, and generous tuition remission. Additional information about the university may be found at <http://www.queens.edu>.



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Queens University of Charlotte is an equal opportunity employer and is firmly committed to supporting and celebrating all forms of diversity. Queens does not discriminate on the basis of race, color, gender, sex (including pregnancy, child birth and conditions related to pregnancy or child birth), sexual orientation, gender identity or expression, religion, age, national origin, disability, political beliefs, veteran status, genetic information or any characteristic protected by law in the administration of its educational and admissions policies, scholarship and loan programs, athletic programs, employment and hiring policies, or other University-administered programs.

Any individual with a disability who needs any reasonable accommodation under the Americans with Disabilities Act to apply for a position or otherwise to participate in Queens' job search/selection process should contact the Director of Human Resources at 704.337.2222.

## **Physical Requirements** (*with or without reasonable accommodation*)

- *Eye-Hand Coordination:* Requires hand-eye coordination and manual dexterity sufficient to operate a computer keyboard, copier, calculator, and other office equipment.
- *Talking:* Especially where one must frequently convey detailed or important instructions or ideas accurately, loudly, or quickly.
- *Repetitive Motion:* Movements frequently and regularly required using the wrists, hands, and/or fingers.
- *Average Hearing:* Able to hear average or normal conversations and receive ordinary information.
- *Average Visual Abilities:* Average, ordinary, visual acuity necessary including close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.
- *Physical Strength:* Will regularly be required to sit, use hands to finger, handle or feel objects, tools and controls reach with hands and arms. Must be able to stand, walk, stoop, kneel, or crouch. Must regularly lift and/or move up to 20 pounds, and occasionally lift and/or move up to 30 pounds.
- *Cognitive/Emotional:* Ability to critically think and concentrate. Must be able to respond quickly to changes in conditions – 75-100% of the time.

## **Work Conditions**

- Must be willing and able to work a flexible schedule to meet requirements of the internship, including early mornings, nights, and weekends.
- Must be able to learn and work in office and athletics environment while having contact with students, staff, faculty, parents, service providers and vendors on any given day.
- This internship has deadlines, multiple interruptions, and can be stressful.

*This description is not intended to be an all-inclusive list of the duties and responsibilities of this internship, nor are they intended to be such a listing of the skills and abilities required. Rather, they are intended to describe the general nature of this position.*

