

**2017-18**  
**WEBER STATE UNIVERSITY ATHLETICS**



**ATHLETICS INTERNSHIP PROGRAM**

Thank you for your interest in becoming part of Weber State University Athletics!

If your goal is a career in collegiate athletics or sports marketing, you have made the right decision to contact us. Internship opportunities are currently available with the Weber State University Athletics Department. We believe our internship program is one of the most comprehensive in the field since we currently offer opportunities in several different areas. Those who are selected to be WSU Athletics Interns will acquire practical knowledge through hands-on experience and gain invaluable skills necessary to compete for jobs in the athletics and sports industries when their program is completed.

WSU Athletics considers high school, college undergraduate and college graduate students for a number of internship positions. Internship positions are offered in client services, community (public) relations, creative services, customer services, digital media, marketing and promotions, and ticket sales and services. While you will see some similarities in their descriptions, most of our intern positions differ in their responsibilities and time commitments. For this reason, it is important you read through each description and carefully choose the program(s), which interest you most.

Even if you have already made contact with Weber State University via a resume or phone call, you **must formally apply** for the internship program(s) of your choice by submitting a **cover letter, resume, and application to Ron Goch, Associate Athletics Director of External Operations.**

All WSU Athletics internships are non-paid positions. Relocation and housing expenses are the responsibility of the intern. Please note: Any candidate selected as a finalist may be asked to interview in Ogden, Utah at his or her own expense.

If you are interested in any of the internship opportunities, you must formally apply for the internship program(s) of your choice by submitting a **cover letter, resume, and application to Ron Goch.**

Thank you for your interest in the Weber State University Athletics Internship Program.

## 2017-18 WSU Athletics Internship Program Fact Sheet

<b>Semester</b>	<b>Time-Frame</b>	<b>*Application Date</b>
Summer	May-August/Early September	March-April
Fall	August/Sept - December 31	May-Early June
Spring	January - May/June	October-Early November

**\*NOTE:** If you have missed the application deadline and interested to apply, please feel free to send Ron an email at [rongoch@weber.edu](mailto:rongoch@weber.edu) to see if an opening exists in the area you're interested to serve an internship.

### **Eligibility Requirements**

Interns must be high school, college undergraduates, or college graduate students. Interns who are able to receive high school or college credit for their participation or who qualify for work study are **preferred**, but WSU Athletics will consider all qualified applicants.

### **Working Hours**

Business Hours: Mon-Fri, 8:30 a.m. to 5 p.m. Each internship position and the intern's school/work/extracurricular activities will dictate working hours, and most in-season interns have the opportunity to work game nights and some weekends.

### **College of Knowledge**

Monthly Event  
WSU Athletics leadership speaks to Interns

### **New Employee Orientation**

WSU Athletics History  
Tour of Facilities  
Introduction to WSU Athletics Department

### **Evaluations**

Prepared by intern for supervisor  
Prepared by supervisor for intern

### **Additional Benefits**

50% off on adidas brand shoes  
40% off on adidas brand apparel

## 2017-18 WSU Athletics Internships

WSU Athletics is recruiting outstanding individuals for an exciting and rewarding opportunity as an intern for our organization.

WSU Athletics is looking for students to work as a member of the Athletics Department, which includes the areas of client services, community (public) relations, creative services, customer services, digital media, marketing and promotions, and ticket sales and services. All positions encompass both independent and group projects relating to the various WSU Athletics areas, including on-and-off court/field promotions, meetings, mass mailings, and other responsibilities designed to enhance the intern's knowledge of a collegiate athletics department, as well as sports marketing.

### Client Services

The client services division focuses on servicing the WSU Athletics corporate partners. Intern responsibilities include assisting with the planning and executing of corporate partner consumer, retail, community, and in-arena promotions. Interns will maintain corporate partner files, database and assist in advertising and prize fulfillment for the various WSU Athletics corporate partners.

### Community (Public) Relations

The WSU Athletics community relations division concentrates on improving community relations through cause-related and public relations programs and activities. Intern responsibilities include planning, setting up and executing cause-related and public relations programs and initiatives; assisting with the planning and execution of student-athlete, coach and staff appearances; and assisting with data entry and filing.

### Creative Services

The WSU Athletics creative services division concentrates on the creation and coordination of advertising and print promotion material. Intern's responsibilities are to assist in the creation, coordination, and trafficking of materials for the production of advertising and print promotion items; work closely with vendors in production, quality control, and delivery of materials; and assisting with the distribution of all materials.

## Customer Services

The WSU Athletics customer service division focuses on servicing season, single-game, and group ticket customers. Intern's responsibilities are to assist with the distribution of tickets and season ticket holder benefits; the coordination and execution of mailings; communication and customer service activities with ticket purchasers; and assist with filing and database management.

## Digital Media

The WSU Athletics digital media division focuses on WSU Athletics social mediums (Facebook, Instagram, Pinterest, Twitter and YouTube), as well as the WSU Athletics website. Intern's responsibilities are to assist with the development and execution of social media campaigns, promotions and contests. Interns will also be involved with website updates and enhancements.

## Marketing and Promotions

The WSU Athletics marketing and promotions division focuses on increasing WSU athletics visibility and awareness in the tri-county area (Weber, Davis, Morgan) and surrounding communities, as well as on campus. Interns will plan and execute WSU Athletics marketing and promotions programs, and work at various athletic events. Other responsibilities include the creation and execution of marketing and promotions plans; advertising campaigns; and assist with the ordering, set-up, storage, and distribution of point-of-purchase promotional material.

## Ticket Sales

The WSU Athletics ticket sales division focuses on increasing fan attendance at WSU Athletic events. Intern responsibilities include creating season and single-game ticket campaigns, along with organizing group and theme events. Ticket sales training is provided. Interns will assist in coordinating and working at WSU athletic events, such as games and season ticket holder functions.

# WSU Athletics Internship Program Application

## HOW TO APPLY:

To be considered for the WSU Athletics Internship Program, you must submit a cover letter, resume, and this application to Ron Goch. Using this application, you can apply for a maximum of three positions. We recommend you do this by completing and submitting one application, cover letter and resume.

## WHEN TO APPLY:

WSU Athletics accepts Internship Program applications year-round. However, we suggest you submit your formal application at least two months prior to the period for which you are applying.

## WHAT TO EXPECT:

Written confirmation will be emailed upon receipt of application. Applications will be kept active for a period of 12 months. If you meet our qualifications for the position(s) you are applying for, we will contact you to set up an interview.

Date of Application \_\_\_\_\_

Name \_\_\_\_\_

Social Security Number \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Best number to be reached during the:

Day (\_\_\_\_) \_\_\_\_\_ Evening (\_\_\_\_) \_\_\_\_\_

**Please indicate the Internship Program of interest** (if you are interested in more than one program, please indicate your top three choices).

**Internship Program**

1<sup>st</sup> Choice:

2<sup>nd</sup> Choice:

3<sup>rd</sup> Choice:

Regardless of specified time period of the internship, what date are you available to begin an internship?

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Through what date are you available for an internship?

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Why are you interested in the WSU Athletics Internship Program(s) you selected?

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Why do you think you should be selected to be an intern with WSU Athletics (what knowledge, qualities, skills, and abilities do you feel you can bring to our organization)?

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How did you learn about the WSU Athletics Internship Program?

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What WSU Athletic events have you attended? Describe the frequency of your attendance 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?

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Do you have any graphic design or video filming/editing experience? If so, please describe.

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To be a part of our selection process, please return this application along with your cover letter and resume to:

Ron Goch  
Associate Athletics Director  
Weber State University  
3870 Stadium Way, Dept. 2701  
Ogden, UT 84408-2701

Or you may e-mail ([rongoch@weber.edu](mailto:rongoch@weber.edu)) your information. If you have any questions or need more information, please call Ron Goch at (801) 626-6731.

Signature\_\_\_\_\_ Date\_\_\_\_\_

**Thank you for your interest in the WSU Athletics Internship Program**