



## **Media Relations and Sales Seasonal Intern** **Northwest Arkansas Naturals**

The Northwest Arkansas Naturals (Double-A Affiliate of the Kansas City Royals) are accepting resumes for a Media Relations and Sales Seasonal Intern for the 2022 season at Arvest Ballpark. The team opens the season on the road on Friday, April 8<sup>th</sup> while the home opener will be on Tuesday, April 12<sup>th</sup>. The start date of this seasonal internship is sometime in late February or early March and will extend through the season, ending when the regular season concludes on September 18<sup>th</sup>, 2022. Seasonal interns receive \$11.00 per hour and will work approximately 30 hours per week as the schedule will be based around the Naturals 2022 schedule.

The Media Relations and Sales Seasonal Intern will work closely with the Naturals' Director of Marketing & Public Relations, our Director of Sales, our Creative Services Coordinator, the Creative Services Seasonal Assistant, as well as the Radio Broadcaster to coordinate and assist in all aspects of the team's media relations throughout the season in addition to daily and weekly sales tasks.

### **Job responsibilities throughout the year will include the following list of items:**

- Available to work all home games during a schedule that stretches from Tuesday, April 12<sup>th</sup> through Sunday, September 18<sup>th</sup>
- Game responsibilities include, but are not limited to, working GameDay Stringer (training required), DakStats/Line Score, Field Timing Coordinator, and distributing materials to the clubhouse before and following the game. The Media Relations and Sales Seasonal may also be asked to work in Guest Services, in the Ticket Office, and/or assist with our Game Day Internship program.
- Assist local media with interviews with the Naturals' manager, player(s), and opposing team as requested
- Deliver stat packs to Guests Services, the Team Store, and suite level prior to each game
- Secure both team's lineups and prepare the daily lineup cards to be delivered to the press box and clubhouses
- Compile photos, statistics, and bios for the Media Guide, Programs, Team Card Sets, and Double-A Central Top Prospect Set.
- Assist Creative Services in securing headshots during the season as well as photo and videos for in-game purposes
- Identify and prospect for potential clients relative to season tickets, ticket package sales, group sales, and luxury suites.
- Brainstorm marketing tactics, prospect for leads, and promote niche nights throughout the season.
- Make outbound sales calls to prospects, while providing superior customer service
- Utilize Tickets.com ProVenue ticketing system, and CRM
- Willing to staff a Ticket Office window during the day or the Front Desk of the Administrative Offices
- Represent the Club at various promotional events including being the Mascot in the Community or staff a non-game event
- Performs miscellaneous game day and non-game day office-related duties as assigned throughout the year

### **Requirements:**

- Must be willing to work holidays, and weekends (all home games and TBD special events including July 4<sup>th</sup>)
- Must be willing to complete the internship through its entirety (February/March through September 18, 2022)
- Ability to prioritize, multi-task and complete assignments on short notice to meet hard deadlines
- Consistent, punctual, and regular attendance
- Must be able to communicate and work well with all other departments of our organization, and have a willingness to help
- Knowledge of Microsoft Word, Excel, and Adobe Photoshop
- Trained on GameDay Stringer, DakStats/Line Score, and Field Timing Coordinator positions (during regular office hours)
- Must have knowledge of baseball and an ability to learn - previous experience in media relations is a plus but not required

**Those interested should send or email resumes to:**

**Dustin Dethlefs**  
**Director, Marketing & Public Relations**  
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