



## **Marketing & Promotions Seasonal Internship** **Northwest Arkansas Naturals Baseball**

The Northwest Arkansas Naturals are looking for two (2) individuals to serve as our Marketing & Promotions Seasonal Interns during the upcoming season. The Naturals' Marketing & Promotions Seasonal Interns will work with the Marketing Department to help promote the team and our community initiatives. A Marketing & Promotions Seasonal should be outgoing, a good communicator, be detail oriented, extremely comfortable interacting with people, and willing to serve as a mascot at community events. Most importantly, all of our seasonal interns should be energetic and excited about working for the Naturals and willing to promote the team in a positive manner.

### **Marketing & Promotions Seasonal Internship Job Responsibilities:**

- Coordinate Community Relations initiatives like processing and fulfilling donation requests and overseeing niche programs.
- Will be the primary performer as the Naturals mascot (Strike and/or Sinker) during community appearances & non-game special events. The Marketing & Promotions Seasonals will rotate as mascot handler and mascot performer.
  - Interns may be asked to assist with introductions and/or in-game routines if the primary mascots are unable to attend.
- Promote Naturals tickets and events by helping us distribute Naturals' information and pocket schedules, when needed.
- Help oversee and lead the Game Day Internship (GDI) Program throughout the year. The Marketing Coordinator will be heavily involved with the program in the beginning but will pass the GDI responsibilities onto Marketing and Promotions seasonals.
- Communicate upcoming events to each member of the GDI program as well as create schedules for the interns and assign them game day roles. The Marketing and Promotions Seasonal Interns will also assist the Marketing Coordinator with finalizing the PA book and game script on game days as well as staffing pre-game and post-game areas, when needed.
- Maintain cleanliness & manage inventory in our designated promotional storage areas, Guest Services, Mascot Locker Room, and will also be responsible for the cleanliness of the Team Van as well as coordinating van loading/unloading before and after events.
- Help the Marketing Department with theme night planning and execution. Marketing and Promotions seasonal will each be assigned specific theme night(s) to be the primary leader of prior to the season.
  - Both seasonals, along with the rest of the members of the Marketing Department, will assist with all theme nights
- Contribute to the club's marketing efforts – especially grassroots programs – and sit in Marketing Meetings during the season.
- Take promotional photos as directed for use on social media & proof of performance for sponsorship clients. Seasonals might also be asked to capture video and photos while on community appearances & during between inning promotions.
- Assist with on-site, non-game day events when needed.
- Work on various niche programs with the sales department, as assigned by the Sales Director
- Marketing & Promotions Seasonals will also be asked to perform other miscellaneous game day and non-game day office-related duties as assigned during the season that may include sitting at the front desk, running mail, cold calls, ticket deliveries, etc.

### **Requirements:**

- Must be willing to work odd hours, nights, weekends, and summer holidays (all home games and TBD special events)
- Must be willing to complete the internship through its entirety (approximately early-March to mid-September)
- Must be proficient in Microsoft Word and Excel
- Must be highly organized, have the ability to multi-task, show leadership qualities, and have excellent communication skills
- Must be punctual and reliable as well as have a creative mind and a willingness to help out others when needed.

This is a paid hourly internship of \$11 per hour. Hours will rotate to enhance the experience but will include nights, weekends and occasional holidays. Interns will work up to 40 hours per week on game weeks and approximately 20 hours on non-game weeks.

Applicants should forward a resume, cover letter, Spring 2024 class schedule, and references to:

Jake Bay  
Marketing Coordinator  
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