



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. The Naturals Marketing & Promotions Seasonals 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 promoting the team throughout Northwest Arkansas.

Marketing & Promotions Seasonal Internship Job Responsibilities:

- Coordinate Community Relations initiatives like processing and fulfilling donation requests and overseeing niche programs.
- Promote Naturals tickets and events by helping us distribute Naturals' information and schedules, when needed.
- 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.
 - Seasonal Interns will be asked to assist with in-game mascot routines if the primary mascots are unable to attend.
- Maintain the cleanliness & manage inventory of the mascot locker room, Guest Services, and our designated promotional storage areas. The Marketing & Promotions Seasonals will also be responsible for making sure the team van is clean and organized as well as coordinate van loading/unloading before and after community appearances or special events.
- Take promotional photos as directed for use on social media & proof of performance for sponsorship clients. Might also be asked to capture video and photos while on community appearance & during between inning promotions.
- Contribute to the club's marketing efforts – especially grassroots programs – throughout the season.
- Responsible for sponsorship fulfillment by implementing between innings entertainment during all of our home games.
- Help oversee the Game Day Internship Program throughout the year. Communicate upcoming events as well as create their schedules and assign them game day roles. Marketing and Promotions Seasonal Interns will also assist the Marketing Coordinator with the PA book on game days, game script, and staffing pre-game and post-game areas when needed.
- Help plan and execute programs like Kids Club, Military Appreciation, Bat Kids, Donations/Apearances, and more.
- Asked to help oversee the execution of our Theme Nights as directed by the Marketing Coordinator
- Assist the Marketing Department in problem solving, theme-night planning, and the execution of goals and objectives.
- Assist with on-site, non-game day events when needed.
- Marketing & Promotions Seasonals will also 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, and have excellent oral and written 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 2023 class schedule, and references to:

Jake Bay
Marketing Coordinator
jake.bay@nwanaturals.com