



COMMUNICATIONS/SPORTS MARKETING INTERNSHIP - SPRING

The Colorado Springs Sports Corporation (The Sports Corp) is a 501(c)3 non-profit organization committed to creating and attracting sporting events that contribute to the quality of life for citizens of the Pikes Peak Region and generate an economic impact for the community.

Events recently hosted by The Sports Corp include: Colorado Springs Labor Day Lift Off, USA Cycling Hill Climb National Championships, Pikes Peak Downhill Skateboard World Cup, NORCECA World Championship Qualifier, Warrior Games, USA Pro Cycling Challenge, U.S. Open Ultimate Championships, NCAA Ice Hockey Tournaments and the USA Boxing National Championships.

Annual events include: Rocky Mountain State Games, Colorado Springs Sports Hall of Fame, the Broadmoor Pikes Peak Cycling Hill Climb, Hockey Face-Off Luncheon, College Football Kickoff Luncheon, Olympic Family Luncheon and Sports Corp Golf Tournament.

The primary focus of this internship will be to assist staff with all areas of communications and marketing for the Rocky Mountain State Games (RMSG) and other major events with an emphasis on social media, electronic newsletters and sports marketing.

The RMSG is the Colorado's largest multi-sport festival held in Colorado Springs over the last two weekends of July each year. More than 10,000 athletes of all ages and abilities compete for Gold, Silver or Bronze in 35+ sports. Sports Corp staff conducts event planning for the Rocky Mountain State Games each year as well as coordinates statewide marketing, outreach and public relations efforts for its events.

The intern will also work in some capacity on a variety of events including: the Sports Corp Golf Tournament, Olympic Family Luncheon, the Broadmoor Pikes Peak Cycling Hill Climb and other events taking place during the spring semester.

A student interested in this internship must be a responsible self-starter capable of handling multiple tasks at the same time yet taking each to completion. The intern must have exceptional computer skills, innovative approaches to social media networking, strong interpersonal skills and be able to work well in a team environment.

This internship will feature numerous hands-on projects, background/planning information for each event as well as after action analysis. The greater the effort put into this internship the greater and more valuable the experience will become. This position will include professional development sessions and allow interns the opportunity to refine skills and talents necessary for future roles in communications, marketing and sports marketing.

This is an **unpaid** position that will include credit hours as determined by the internship program guidelines of the appropriate college.

QUALIFICATIONS

- ♣ Students majoring in communications, marketing, sports marketing are preferred
- ♣ Strong initiative, positive attitude and the ability to work well with a variety of personalities
- ♣ Excellent verbal and written communication skills and creative ability
- ♣ Ability to meet deadlines and manage multiple projects
- ♣ Adequate clerical skills to function efficiently in an office environment. Knowledge of Microsoft Office (Word, Access, Excel) are helpful.
- ♣ Strong desire to learn and gain experience by working on a variety of projects in a professional work environment.
- ♣ Experience and knowledge of social media platforms including Facebook, Twitter, Google+ and YouTube
- ♣ Available to work a minimum of 18 hours per week during regular business hours (8:00 am - 5:00 pm, Monday - Friday) during the spring semester.

Primary Responsibilities & Projects

An intern may work on some or all of the following projects. The projects included below are representative, but not exhaustive, of the most important tasks. The staff and the intern will plan projects based on their timing and significance.

- ♣ Assist staff in all aspects of communications and sports marketing including marketing plan development and execution and social media use/marketing
- ♣ Become familiar with all procedures and communications concerning event management

- ♣ Creation of a social media plan that will integrate with the RMSG marketing plan as well as develop special interest press releases focused on the RMSG (events, athletes, volunteers, etc.)
- ♣ Develop and implement local/statewide social media marketing plan for the Rocky Mountain State Games
- ♣ Creation of a media workshop geared toward journalism students in high school and college in cooperation with Colorado Springs news publications
- ♣ Assist Outreach Coordinator in identifying and communicating with sports organizations, associations, leagues, athletic directors, etc. across Colorado with the purpose of establishing relationships and promoting the Rocky Mountain State Games
- ♣ Post-event feedback and evaluations on all Sports Corp events
- ♣ Will be an ambassador of The Sports Corp inside and outside the office

MEASUREMENTS

- ♣ Complete assigned tasks in a professional and timely manner
- ♣ Skill improvement and professional development over the course of the internship

CREDIT HOURS

The Sports Corp event management internship will include credit hours as determined by the internship program guidelines of the appropriate college.

Interested parties are asked to forward a letter of interest, resume and list of references to:

*Colorado Springs Sports Corporation
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