**ORGANIZATION: The Big West**

**LOCATION: Irvine, California**

**INTERNSHIP TITLE: 2021-22 Marketing & Championships Intern**

**REPORTS TO:** Director of Marketing & Branding

**COMPANY OVERVIEW:**

The Big West was formed in 1969 and is a member of NCAA Division I with 11 academically and athletically prominent institutions consisting of Cal Poly, CSU Bakersfield, Cal State Fullerton, CSUN, Hawai‘i, Long Beach State, UC Davis, UC Irvine, UC Riverside, UC San Diego and UC Santa Barbara. As stewards of a revitalized brand with new membership and leadership, The Big West is poised for an era of unprecedented progress. The Big West's mission is to provide governance, strategic direction and to elevate the brands of the membership by amplifying excellence in athletics, academics, service and inclusion. The Big West staff is committed to providing first-rate championship events and experiences for student-athletes to building a loyal fan base locally and nationally. We create and celebrate the stories of our membership from alumni to student-athletes and coaches and share a relentless commitment to service, teamwork and innovation. The Big West sponsors 18 sports at the NCAA Division I level: baseball, softball, men’s and women’s basketball, men’s and women’s volleyball, women’s beach volleyball, men’s and women’s cross country, men’s and women’s golf, men’s and women’s soccer, men’s and women’s tennis, men’s and women’s track and field and women’s water polo. For more information, visit BigWest.org or follow The Big West on Twitter @BigWestSports and @BigWestHoops.

**SUMMARY:**

The Big West is seeking a Marketing & Championships Intern to assist in the 2021-21 campaigns and championships.

The Big West Marketing & Championships internship is an unpaid internship, designed to provide the opportunity to receive marketing and administrative experience and training in a NCAA Division I collegiate athletic conference office. This position will be exposed to and involved in the ongoing development of Big West branding initiatives and will be provided valuable professional experience, training and learning opportunities supervised by a Conference administrator. The qualified candidate will gain hands-on experience in branding, sponsorships, licensing & merchandising, and traditional and non-traditional marketing efforts.

The Big West is committed to fostering a diverse work environment where all individuals feel valued and empowered. The Big West is an Equal Opportunity Employer (EEO). We seek to attract the best qualified people available. All qualified applicants will receive consideration without regard to race, color, gender, gender identity and expression, age, national origin, disability, religion, sexual orientation, genetic information, pregnancy, veteran status or any basis that is protected by applicable law except where a bona fide occupational qualification exists. Selected interns will receive practical hands-on training within the industry. The Big West internship program conforms to accommodate intern’s normal academic calendar and educational commitments.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

* Assist in the development and implementation of marketing materials for Big West championships, events and initiatives
* Assist in operational and marketing aspects of select Big West championships
* Aid in sponsorship activation
* Aid in development and execution of Big West branding initiatives
* Assist in various Big West community outreach initiatives
* Aid in the creation and execution of The Big West digital and social media coverage plan and assist in tracking metrics.
* Assist with coordinating in-game promotions and other game production aspects for Big West championships
* Assist in the development of championship related collateral, promotions and signage
* Participate in championship planning meetings, as assigned
* Assist with championship preparation, such as, but not limited to, updates of forms, handbooks and volunteer management
* Assist in ongoing championship assessment through research and data collection
* Special projects as assigned

**DESIRED QUALIFICATIONS**

* Must have received or in the process towards a bachelor’s or master’s degree in a related field
* Experience and knowledge in utilizing various social media platforms (Facebook, Twitter, Instagram, YouTube)
* Proficient with Adobe Creative Suites (InDesign, Photoshop, After Effects, etc.) and/or other video editing programs
* Evidence of attention to detail
* Evidence of effective verbal and written communication skills
* Ability to multi-task and prioritize in a fast pace environment

**APPLICATIONS OF INTEREST**

Please submit a resume, cover letter, and contact information for three professional references by **August 31, 2021** to ensure priority consideration. The internship may remain open until filled.

Alyssa Carillo

Director of Marketing & Branding

The Big West

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