



# Burlington Royals Professional Baseball

Burlington Athletic Stadium • 1450 Graham Street • PO Box 1143 • Burlington, NC 27216  
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## Burlington Royals Spring Internship Program 2018

### Marketing/Merchandise -

- Handle marketing designs for the following
  - Pocket schedule
  - Stadium signage
  - Reading program
- Work with sales & marketing coordinator to study analytics of social media to figure out when to post tweets, etc
- Help S&MC come up with commercials to post on social media to advertise what we have going on during the off season (season tickets, group outings, college tournaments, merchandise specials, ncaa tournament challenge, etc)
- Oversee team website
- Assist S&MC with all outside events (which could mean dressing up as mascot, handing out promotional materials, etc)
- Handle all merchandise orders that come in including inventory control, posting on website(s), promotion of new merchandise
- Other duties as assigned

### Job Requirements

Must be enrolled in a college/university close to Burlington, NC. Must have flexible schedule that will allow student to come for 10-15+ hours/week. Basic understanding of photoshop and iMovie preferred but not required. This internship is for college credit.

### Group Sales -

The Group Sales Assistant will report directly to the Assistant General Manager and be a vital part of the Front Office. Job duties include, but are not limited to:

- Make outbound phone calls each day
  - Targeting churches, businesses, schools, etc
- Sell a full menu of inventory
- Help plan promotional schedule
- Be able to handle a fast-paced, dynamic work environment
- Maintain ballpark standards and cleanliness
- Assist with day-to-day operations in the ballpark
- Mascot appearances
- Pull tarp (although it won't be done as much in the spring)
- Other duties as assigned

The Group Sales Assistant will support marketing and promotional projects around the ballpark and in the community. Along with attending community events you will occasionally be required to be the team mascot. The candidate will be

required to be knowledgeable about the happenings of the Royals' season and well versed in Burlington Royals' history. This spring internship is for college credit

## **Sponsorship Fulfillment -**

Work directly with General Manager and Assistant General Manager to fulfill sponsorship packages and keep accurate inventory control. Intern will attend sponsorship meetings with GM and AGM and take notes during the meeting. After the meeting they will work with GM/AGM to see what avenues work best for the potential client.

**Job Duties** include:

- Attend sponsorship meetings with GM/AGM
- Keep accurate count of sponsorship inventory
- Work on any partnership artwork/ticket counts/etc that client will receive as part of the package signed
- Assist with other day-to-day operations of the ballpark
- Mascot appearances
- Be able to handle a fast-paced, dynamic work environment
- Help build promotional schedule
- Other duties as assigned

Must be enrolled in a college/university close to Burlington, NC. Must have flexible schedule that will allow student to come for 10-15+ hours/week. Basic understanding of photoshop preferred but not required. This internship is for college credit.

**TO APPLY FOR ANY OF THE ABOVE INTERNSHIPS PLEASE SEND YOUR RESUME TO MIKIE MORRISON ([MIKIE@BURLINGTONROYALS.COM](mailto:MIKIE@BURLINGTONROYALS.COM)). PLEASE INDICATE WHICH POSITION YOU ARE APPLYING FOR.**