



# Burlington Royals Professional Baseball

Burlington Athletic Stadium • 1450 Graham Street • PO Box 1143 • Burlington, NC 27216  
Phone: (336) 222-0223 • Fax: (336) 226-2498 • info@burlingtonroyals.com • @BRoyalsKC

## Burlington Royals Summer Internship Program 2018

### Promotions/Emcee/Community Relations -

#### Job Duties include:

- Manage and enhance the in-game atmosphere by running on-field games and promotions between innings.
- Highlight the team's sponsors with statements and phrases related to the sponsored promotion.
- Oversee the Royals Summer Reading Program scheduling visits to local schools and the library.
- Organize Readers Appreciation Night in conjunction with the Reading Program, coordinating promotions and coming up with creative marketing ideas leading up to the game.
- Assist the Assistant General Manager with the Community Spotlight Program, scheduling non-profit organizations around the area to come to games and highlight their cause.
- Assist with all outside marketing events, including 4<sup>th</sup> Fridays and community events. This could mean dressing up as mascot, handing out promotional materials, etc.

#### Job Requirements

Passion for community service, enthusiastic personality, and strong public speaking skills preferred. Must have a flexible schedule that will allow student to work nights and holidays. This internship is for college credit.

### Promotions/Marketing -

The Promotions/Marketing intern will report directly to the Sales and Marketing Coordinator. Job duties include, but are not limited to:

- Work with the Promotions team to ensure smooth and fun on-field promotions during games.
- Study analytics of social media determine online marketing success and failures and when to post on all forms of social media.
- Help S&MC come up with commercials for social media to advertise games, merchandise specials, promotional nights, community relations, and more.
- Oversee team website.
- Assist S&MC with all outside events (which could mean dressing up as mascot, handing out promotional materials, etc).
- Market the team through social media posts, website updates, and other forms of online marketing.

The Promotions and Marketing Intern will support marketing and promotional projects around the ballpark and in the community. Interest in online marketing, strong communications background, and Photoshop and iMovie experience preferred. Must have a flexible schedule that will allow student to work nights and holidays. This internship is for college credit.

## Promotions/Special Events and Community Relations -

### Job Duties include:

- Work with the Promotions team to ensure smooth and fun on-field promotions during games.
- Oversee and market the Kids Club, fulfilling and improving membership benefits.
- Coordinate promotional events for Kids Club nights and schedule special appearances and concourse entertainment.
- Collaborate with Kids Club sponsors to develop mutually beneficial partnership.
- Plan all aspects of the Autism Awareness 5K in partnership with the Autism Society of North Carolina and OT Sports, including but not limited to: marketing, race course, registration, packages, refreshments, apparel, and communication with participants.
- Assist with all outside marketing events, including 4<sup>th</sup> Fridays and community events. This could mean dressing up as mascot, handing out promotional materials, etc.

### Job Requirement

Intern duties will have an emphasis on planning and organizing events as well as community relations. Looking for a team-oriented, organized individual interested in sport event planning and public/community relations. Must have flexible schedule that will allow student to work nights and holidays. This internship is for college credit.

## Merchandise -

### Job Duties include:

- Setting up and handling all jersey auctions throughout the season, including player signatures (if necessary) and order fulfillment/shipment.
- Fulfill all online orders as well as online inventory management.
- Keep accurate and up-to-date inventory spreadsheets.
- Create merchandise specials, deals, and packages.
- Oversee merchandise store and employees during games, and arrange team store before games
- Assist with all outside marketing events, including 4<sup>th</sup> Fridays and community events. This could mean dressing up as mascot, handing out promotional materials, etc.

### Job Requirement

Must have flexible schedule that will allow student to work nights and holidays. Detail-oriented, proficiency in sales, and Microsoft Office experience preferred. This internship is for college credit.

## Food and Beverage -

### Job Duties include:

- Schedule food and drink orders from several vendors.
- Oversee the concession stand during games, including employees and food distribution and quality.
- Keep accurate and up-to-date inventory.
- Promote food specials and deals around the ballpark.
- Resolve any emerging problems and other customer service duties.
- Assist with all outside marketing events, including 4<sup>th</sup> Fridays and community events. This could mean dressing up as mascot, handing out promotional materials, etc.

### Job Requirement

No previous food and beverage experience required, but is preferred to have experience. ServSafe certification is a plus. Must be a customer service oriented individual with the ability to handle a fast-moving environment. Must have flexible schedule that will allow student to work nights and holidays. This internship is for college credit.

## Stadium Operations -

### Job Duties include:

- Work with Food and Bev intern to oversee concession stand.
- Oversee the Kids Area, Ushers, Beer Stand, and other game-day employees.
- Keep up ballpark appearance, performing maintenance and cleaning where necessary.
- Manage beer stands, keeping up-to-date beer keg inventory.
- Resolve any emerging problems and other customer service duties.
- Assist with all outside marketing events, including 4<sup>th</sup> Fridays and community events. This could mean dressing up as mascot, handing out promotional materials, etc.

### Job Requirement

Intern should be hard-working, organized, and a leader. Must have flexible schedule that will allow student to work nights and holidays. This internship is for college credit.

## Box Office/Promotional Event Planning -

### Job Duties include:

- Oversee the ticket booth as well as all online and phone ticket sales.
- Prepare will call tickets and player pass lists.
- Fulfill all season ticket, bonus book, and mini-plan orders.
- Plan all aspects of the community Promotional Nights, including but not limited to special appearances, concourse entertainment, and group sales to the community businesses and organizations.
- Cold call hundreds of local businesses about Merchant's Night, promoting group discount.
- Assist with all outside marketing events, including 4<sup>th</sup> Fridays and community events. This could mean dressing up as mascot, handing out promotional materials, etc.

### Job Requirement

Must have flexible schedule that will allow student to work nights and holidays. Interest in ticket sales, community relations, and other forms of sales is preferred. This internship is for college credit.

## Message Board/Sponsorship Fulfillment -

### Job Duties include:

- Plan all aspects of the community Promotional Nights, including but not limited to special appearances, concourse entertainment, and group sales to the community businesses and organizations.
- Assist with fulfillment of partnership and sponsorship elements such as promotions, announcements, gameday activations, signage, and tickets.
- Highlight the team's sponsors during games via the message board on the scoreboard.
- Manage the in-game atmosphere via the message board, keeping fans active and engaged.
- Oversee the press box employees with the DJ/Scoreboard Intern.
- Assist with all outside marketing events, including 4<sup>th</sup> Fridays and community events. This could mean dressing up as mascot, handing out promotional materials, etc.

### Job Requirement

Intern must be detail-oriented with an excitement for sponsorships and a creative mind. Must have flexible schedule that will allow student to work nights and holidays. This internship is for college credit.

## DJ/Scoreboard -

### Job Duties include:

- Manage and enhance the in-game atmosphere with popular music, relevant sounds, and appropriate crowd engagement.
- Create engaging playlists and soundboards appropriate to promotional night themes.
- Oversee the press box employees with the Message Board Intern.
- Assist the Assistant General Manager with the Community Spotlight Program, scheduling non-profit organizations around the area to come to games and highlight their cause.
- Update the scoreboard throughout the games.
- Assist with all outside marketing events, including 4<sup>th</sup> Fridays and community events. This could mean dressing up as mascot, handing out promotional materials, etc.

### Job Requirement

Must have flexible schedule that will allow student to work nights and holidays. Experience watching or playing in many baseball games and an interest in community relations is preferred. This internship is for college credit.

## Group Sales -

### Job Duties include:

- Cold call churches, businesses, youth athletics, and more organizations to sell group tickets.
- Ensure a positive game experience for these groups, catering to needs and delivering promises.
- Coordinate Field of Dreams program, bringing youth athletic teams to the ballpark.
- Help the Assistant General Manager with selling and managing picnics.
- Oversee the Royals Summer Reading Program scheduling visits to local schools and the library.
- Assist with all outside marketing events, including 4<sup>th</sup> Fridays and community events. This could mean dressing up as mascot, handing out promotional materials, etc.

### Job Requirement

Must have flexible schedule that will allow student to work nights and holidays. Intern must have experience or interest in sales. This internship is for college credit.

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