The University of Vermont Athletic Department Internships
Year-Long Internship Opportunities with Vermont Athletics

Interested in working behind the scenes of Vermont Athletics?

Join the University of Vermont varsity athletic department for a unique experience through our various internship opportunities to earn COLLEGE CREDIT! Opportunities include Marketing & Promotions, Graphic Design, Event Management, Victory Club, Ticket Operations, and Communications. Please our position descriptions for the function(s) that suit your interests and send a resume, cover letter and application form to the specified department contact for position(s) you would like to apply. We look forward to meeting you and GO CATS GO!
Marketing & Promotions

This internship will provide students the opportunity to work behind the scenes at home athletic events. Help us create and carry out in-game promotions, engage with the student body, and improve the overall game day experience for our fans. Interns will be assigned specific teams to cover during the fall, winter, and spring seasons and will attend home events for those teams, and are also expected to assist with coverage of other events when needed.

Marketing & Promotions - 5 positions

- Manage a variety of promotional clubs and services, such as Rally’s Round Up Kid’s Club, VCat Fridays, etc.
- Participate in various marketing efforts – distribute fliers, post UVM athletic updates to online forums, maintain event calendars and reach out to community organizations
- Research and implement campus marketing efforts to engage the student body
- Liaison to student groups and organizations on campus
- Promote and assist with special events throughout the year

Graphic Design – 1 position

- Utilize Photoshop and/or InDesign to create and design graphics for Vermont Athletics including fliers, brochures, social media graphics, and schedule cards
- Post work to multiple digital outlets for game day and event promotion

What Will You Gain?

- Develop marketing & promotional skills with a reputable NCAA Division I program in a professional environment
- Ability to strengthen and improve leadership abilities by coordinating events with student groups, athletic teams and sponsors
- Customer service experience through interaction with public, student-athletes and other athletic department staff

Management and Direction

- All internships will consist of both in office work and game day responsibilities
- Provide support and assistance for events as needed and follow monthly/sport schedule
- Hours flexible with class schedule, must be available for games (some nights and weekends)

CONTACT INFORMATION

Please email your completed application, resume, and cover letter NO LATER THAN FRIDAY, MARCH 6TH to: Nora King, Director of Marketing & Fan Engagement: NBKing@uvm.edu

![Image of two people shaking hands]
Athletic Communications & Game Day

Help us tell the stories of our student-athletes at the University of Vermont through an internship in the communications department. As an intern, you will gain a well-rounded experience through sports writing, stat keeping, social media and website management. Communications is looking for students with genuine interest in sports, writing experience is crucial. Interns will be assigned specific home games to cover during the fall, winter, and spring seasons and will attend home events for those teams.

**Duties and Responsibilities**

- Learn and assist with StatCrew for all home field hockey, soccer and lacrosse games
- Assist in maintaining and publishing content to uvmathletics.com
- Update social media platforms (Twitter, Facebook, Instagram) and provide in-game coverage
- Organize and identify student-athlete photos
- Retain and update student-athlete player profiles and stats
- Aid in the compilation of pregame notebooks and general releases
- Operate Photoshop to create game day graphics for social media platforms
- Develop game day programs for field hockey, soccer, basketball, swimming & diving, hockey and lacrosse

**What Will You Gain?**

- Proficient writing experience for a Division I athletic program in a variety of sports
- Statistical production and maintenance skills via the StatCrew system
- How to apply social media platforms to promote brand and inform public on department happenings
- Proficiency in Photoshop and InDesign

**Management and Direction**

- All internships will consist of both in office work and game day responsibilities
- Provide support and assistance for events as needed and follow monthly/sport schedule
- Hours flexible with class schedule, but **must be available for games** (some nights and weekends)

**CONTACT INFORMATION**

Please email your completed application, resume, and cover letter **NO LATER THAN FRIDAY, MARCH 6TH** to: Nich Hall, Director of Athletic Communications and Broadcasting: nrhall@uvm.edu
Event Operations & Scheduling

This internship will provide students with an opportunity to learn and gain hands-on experience behind the scenes of college athletic events. There will be up to four student positions within the event management department.

Duties and Responsibilities
- Assist in the pre and post-game set up & tear down for all home events
- Aid in the coordination and planning of game day staff for home athletic games
- Participate in the supervision of game management
- Engage with full-time staff as a member of the Event Team Committee
- Learn to operate important event operations systems, including replay, music and the videoboards
- Assist in the management of the Master Event Calendar and Event Management System (EMS) software program

What Will You Gain?
- Develop event management skills with an NCAA Division I program
- Ability to learn first-hand how to plan and execute athletic contests start to finish
- Customer service experience through interaction with the public, student-athletes and other athletic department staff

Management and Direction
- All internships will consist of both in office work and game day responsibilities
- Provide support and assistance for events as needed and follow monthly/sport schedule
- Hours flexible with class schedule, must be available for games (some nights and weekends)

CONTACT INFORMATION
Please email your completed application, resume, and cover letter to Alex Blanchard, Coordinator of Athletic Event Operations & Scheduling:
Alex.Blanchard@uvm.edu

NO LATER THAN FRIDAY, MARCH 6TH
Victory Club

The Victory Club is the all-encompassing annual fund program that supports the University of Vermont’s Department of Athletics.

Victory Club Assistant – 2-4 positions

- Assist in stewardship of donors including production of membership packets and thank you letters from athletic department
- Entry of donations in department database and coding in University’s central development database
- Coordinate special mailings including events, solicitations and alumni outreach
- Participate in execution of Coaches Circle Donor hospitality
- Oversee department’s 50/50 raffle at men’s hockey and men’s and women’s basketball games
- Help implement donor and alumni special events (i.e. golf tournaments and alumni games)
- Coordinate Victory Club social media outreach, keeping in line with the overall department brand and messaging
- Attend planning and department meetings (based on schedule)

What You Will Gain

- Learn how non-profit fundraising works in a donor centered fundraising model
- Experience with donor and alumni relations
- Attend department, development and event meetings
- Learn about non-profit and higher education budget process
- Understanding how a department within the University functions
- Gain experience with multiple databases (primarily donor and some ticketing)
- Opportunities for further professional development

Management and Direction

- Reports to Victory Club Coordinator
- Manages daily activities with minimal direction
- Provides support and assistance for events as needed
- Professional attire required
- Start date flexible with school schedule
- 20 hours/week average, including some nights/weekends – the hours are based on event schedules and can be flexible with your class schedule and internship credit requirements
- Preference will be given to students able to work weekends, evenings and over school break periods.

CONTACT INFORMATION

Please email your completed application, resume, and cover letter NO LATER THAN FRIDAY, MARCH 6TH to: Katherine McGinn Hall, Victory Club Coordinator: Victory.Club@uvm.edu.
For additional information, call 802-656-0956 or email Victory.Club@uvm.edu.
Ticket Office

Ticket Operations - 1 position
Ticket operations interns will report to the Director of Ticket Operations and assist in the daily operations of the ticket office which include, but are not limited to, selling, printing and mailing of group tickets, season tickets, and single game ticket requests. This internship requires strong communication skills as well as attention to detail. Interns will assist on game days as assigned and will have office hours during the week.

● Provide phone and window customer service related to sporting event ticket inquiries, sales and customer assistance
● Participate in sports event management through coordination of ticketed admissions process
● Assist in the preparation and execution of the gameday ticket operation
● Learn and fully utilize the Tickets.com software
● Work closely with the Assistant Ticket Manager and Marketing on Group Sales

Data Analyst – 1 position
This internship will focus primarily on data analytics as it relates to ticketing and consumer behavior. Projects will involve finding ticketing trends at UVM and within college athletics, analyzing the UVM fan base, and building databases that will help serve ticketing and marketing. Interns will also assist in the daily operations of the ticket office as needed.

● Provide phone and window services related to sporting event ticket inquiries, sales and related customer services.
● Participate in sports event management through coordination of ticketed admissions process.
● Increase engagement with members of database and effectiveness of targeted communications.
● Serve as a liaison with all external units for fan contact data collection and coordination of strategy related to ticketing, marketing and fan development initiatives.
● Assist with creation of fan or student surveys
● Benchmark UVM ticketing practices against other NCAA peers
● Analyze data from ticketing system to better understand customer purchasing behavior and provide sales comparisons relative to previous seasons.
● Manage data collection and analysis, and present results to the appropriate athletic department staff to help direct marketing and ticketing decisions
● Prior experience and/or a willingness to learn Microsoft Excel, and other statistical packages such as R or Tableau

What Will You Gain?
● Comprehensive understanding of a collegiate athletic ticket office’s operations
● Ticket Operations: Extensive customer service experience and knowledge of the Tickets.com platform
● Data Analyst: Advanced proficiency in Microsoft Excel

Requirements
● Consistent, punctual and regular attendance.
● Superior communication and customer service problem solving skills.
● Professional image and demeanor.
● Detail oriented work ethic, a self-starter, and ability to work under pressure and multi-task.
● Flexibility to work evenings and weekends (Ticket Operations position only)

CONTACT INFORMATION
Please email your completed application, resume, and cover NO LATER THAN FRIDAY, MARCH 6th to: Sam Grant, Director of Ticket Operations – Samuel.Grant@uvm.edu
Sponsorship & Activations

Work with athletic sponsors and various UVM Athletic departments to coordinate and activate local & national company sponsorship and promotions within UVM Athletics. Work with the industry leading Learfield IMG College team here at UVM helping coordinate signage, promotions, community initiatives, TV, Radio, Digital, and many more aspects of the UVM Athletics Multi-Media Rights.

Sponsorship & Activations – 1 position

- Assist in managing and executing partnership contracts
- Participate in various marketing efforts – distribute fliers, post UVM athletic updates to online forums, maintain event calendars and reach out to community organizations
- Work with gameday staff to ensure proper activation of sponsors promotions, lucky rows, gameday sponsorship, tabling, signage, etc
- Provide POP (Proof of Performance) for in-venue sponsorship elements
- Promote and assist with special events throughout the year

What Will You Gain?

- Develop marketing & promotional skills with the industry leader in Collegiate Multi-Media Rights in a fast paced environment
- Ability to strengthen and improve leadership abilities by coordinating events with student groups, athletic teams and sponsors
- Customer service experience through interaction with sponsors, student-athletes and other athletic department staff
- Network within Learfield IMG; multi-media rights holder with 200+ universities across the US.

Management and Direction

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CONTACT INFORMATION

Please email your completed application, resume, and cover NO LATER THAN FRIDAY, MARCH 6TH to:
Alicia Hawks, General Manager:
ahawks@vermontsportsproperties.com
Student-Athlete Development

Through this internship opportunity, one intern will assist the Student-Athlete Development team with supporting student-athlete growth and development.

Duties and Responsibilities

- Helping with a mentor program at two local elementary schools
- Assisting with academic projects
- Writing newsletters
- NCAA compliance reporting
- Assisting with the planning of community service efforts

CONTACT INFORMATION

Please email your completed application, resume, and cover letter NO LATER THAN FRIDAY, MARCH 6th to: Cathy Rahill, Associate Athletic Director for Associate AD for Student-Athlete Development and Academic Affairs/Senior Women’s Administrator: Cathleen.Rahill@uvm.edu

For additional information, please contact Cathy Rahill.
Intern Professional Development Program

The purpose of the Intern Professional Development Program is to provide each individual with a well-rounded professional preparation experience while at UVM. Each element of this program is designed to help build a foundation of professional experience in an effort to prepare the intern for the next step in his/her career. It is the expectation of the staff that the intern complete all tasks as assigned. The intern should expect a reasonable amount of support and guidance from the professional staff when needed. The intern is expected to meet all deadlines and should discuss any extensions or exceptions to this with his/her direct supervisor. The program will include the following exercises, processes and assignments that are scheduled to be completed over the course of the academic year:

Professional Material Development:
- Resume and cover letter preparation, review and refinement – prepare a professional and quality resume and cover letter.
- Completion of a professional competency matrix – complete an assessment of one’s professional competencies using the professional competencies for chosen field.
- Create portfolio of work over the course of the semester/year – save compilation of material produced to use for future references and final presentation.
- Performance review meetings – complete mid-year and end of year evaluation meetings with supervisor, also to be turned in to professor.
- Exit interview – complete a detailed exit interview with supervisor and Krista Balogh over the course of the internship in its entirety, to be turned in to professor as well.

Professional Skills Development
- Professional goal setting – establish 3-5 goals for time in this position and 3-5 goals for overall professional development.
- Mock interviews with a variety of professional staff members and reflection – complete two mock interviews with staff members; the coordinator will receive constructive feedback from each interviewer.
- External Relations Committee Participation – serve as a member of one of the External Relations committees (i.e. Rally Awards Committee, Fan Engagement, etc.)
- Subscribe to e-Newsletter – subscribe to e-newsletter of professional organization (i.e. NACMA, CoSida, D1.icker, etc.)
- Participation in the planning and implementation of an External Relations special event or project – participate in the planning committee for one of our special events, such as the Rally Awards, Golf Tournament, Martin St. Louis Night, etc.

Registrar Office Information
- Hours: 8 a.m.-4:30 p.m. Mon-Wed, Fri, 9 a.m.-4:30 p.m. Thursday
- Email: registrar@uvm.edu
- Phone: (802) 656-2045

IMPORTANT DATES
- Applications are due FRIDAY, MARCH 6th, interviews will take place after spring break and the process will be completed before Fall 2020 class registration begins on Monday, April 6.