

Position Description

POSITION PROFILE

Position Title: Sports Information, Marketing & Content Creation Internship

EOU Department/College: Athletics

EOU Supervisor Title: Dawson Forcella - Assistant Athletic Director of Marketing & Communications

Typical Job Duration: Typically aligned with the academic year, potentially including summer depending on the sports seasons and operational needs.

Job Level: \$14.70, Level 4

Type of Schedule/Typical Hours: Part-time; primarily requires availability during sports events, including evenings and weekends. Specific hours may vary based on the athletic calendar.

Typical Number of Hours Per Week: 15-20 hours, potentially increasing during peak sports seasons or special events.

POSITION INFORMATION

Student Position Description Summary:

The dynamic Sports Information, Marketing & Content Creation internship provides a comprehensive experience equipping interns with valuable skills and insights into the collegiate sports communication landscape. Reporting to the Assistant Athletic Director of Marketing and Communications, the student intern position undertakes a multifaceted role in supporting the department's mission to inform and engage stakeholders through sports

Eastern Oregon University is an EEO Employer and welcomes application from women, members of historically underrepresented minority groups, US Veterans, and persona with disabilities. EOU is committed to providing equal opportunity in its recruitment, admissions, educational programs, activities and employment without illegal discrimination on the basis of age, color, disability, national origin, race, marital status, religion, sex, sexual orientation, gender identity, gender expression or any status as protected by state or federal law.

information, marketing, and content creation. The intern will directly learn about the industry of sports information, the connection it has to their coursework, and developing their Career-Readiness competencies such as professionalism, communication, and leadership. The ideal candidate should have a strong passion for various sports, collegiate athletics, the sports industry and a genuine enthusiasm for the production of quality marketing content and information.

Job Duties/Responsibilities/Essential Functions:

The responsibilities encompass assisting in the creation and distribution of sports-related content; managing social media accounts; producing written materials such as press releases and game summaries; and contributing to marketing strategies and campaigns. This position provides and generates real-time updates and multimedia content while covering live sporting events.

- Gather and disseminate accurate sports-related information
- Communicate with athletes, coaches, and media personnel during events
- Update and maintain rosters, schedules, and statistics
- Create aesthetically pleasing and engaging graphics to enhance sports content
- Assist in executing marketing strategies targeting a diverse audience
- Design basic promotional materials for events using industry standard software
- Participate in creating and managing social media campaigns
- Analyze metrics and make informed decisions for improvements
- Produce videos with satisfactory footage
- Edit videos using industry-standard software
- Create multimedia content to tell cohesive stories across various platforms

HIRING CRITERIA

Minimum Qualifications:

- Current of following-term undergraduate enrollment of at least 6 credits/graduate enrollment of 9 credits
- Must be in good academic standing (GPA 2.0 or higher)
- Passing background check pending employment offer
- Ability to work nights and weekends

Preferred Qualifications:

- Enrolled in or completed course work in the following areas: Communications, marketing, Sports Management, Journalism, or a related course
- Previous involvement in sports, either as an athlete, volunteer, or in a similar

- Demonstrates a deep understanding of the sports culture
- Prior experience in sports information, marketing, content creation, or related roles

Desired Knowledge, Skills & Abilities:

- Proficiency with digital content creation tools and platforms, including video editing software and social media management tools.
- Strong writing and communication skills, capable of producing compelling sports content.
- Ability to work effectively in a team and adapt to a fast-paced sports environment.
- Knowledge of sports statistics and current trends in collegiate athletics.

STUDENT LEARNING OUTCOMES

As a result of completing this internship, the student will:

Academic Learning Outcomes:

- Apply communication and marketing theories to sports information tasks, enhancing understanding of media relations in the sports industry.

Industry Learning Outcomes:

- Develop hands-on skills in sports marketing and content creation, preparing for professional roles in sports media and communications.

Career-Readiness Learning Outcomes:

- Build key competencies in digital content management, strategic communication, and media relations, essential for a successful career in sports marketing.

PROFESSIONAL DEVELOPMENT & TRAINING

Professional Development & Training

EOU student employees have an opportunity to engage in professional development and training as a part of the job. Supervisors support the attainment of professional development by either providing internal department-specific training and/or time reassigned from normally scheduled duties to participate in University-wide training opportunities including appropriate virtual community training opportunities.

Specific training/professional development opportunities:

- *[job-specific training from your department]*
- *[University and virtual community training/events specific to the student position]*
- Multicultural-sponsored training, activities, and events
- Career exploration activities via Career Services
- EO Career Expo Career-Ready symposium First Wednesday in April
- Resume Review with Career Services and/or WorkSource Oregon

LEARNING ASSESSMENT & PERFORMANCE EVALUATION

Learning Assessment and Performance Evaluation

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Once a term, student employees and supervisors meet to discuss the progress on completing the position's learning outcomes and the employee's job performance. Specifically:

- Adjustments to the learning outcomes and job duties as needed in order to meet the outcomes
- Upcoming training and professional development opportunities
- On-the-job performance feedback and the level of meeting job duty expectations
- Application of coursework to the workplace, job duties, and learning outcomes
- Application of possible connections to future career-related interests and coursework