

UNIVERSITY OF VIRGINIA ATHLETICS

Strategic Marketing and Fan Engagement Internship

The UVA Athletics Department is seeking Strategic Marketing and Fan Engagement Interns. Successful candidates will be responsible for promoting fan attendance and engagement for UVA's 27 varsity sports which have collectively won 30 team NCAA Division I National Championships.

This position's schedule is highly variable but typically requires 6-10 hours per week at select athletic events, typically on nights and weekends. Occasional opportunities for office hours may arise.

Duties include, but are not limited to:

- Implementing promotions, giveaways, pregame and halftime activities, and sponsorship elements to enhance in-game atmosphere and fan experience
- Interacting with fans, managing game day activations, and facilitating set up and break down of events
- Assisting with the planning and execution of special events
- Merit-based in-office work such as creating game scripts and timelines, developing season-long marketing plans, assisting with the Sabre Rewards program, and driving student attendance

Position Compensation: \$11.00 Hourly

Required Qualifications:

- Full-time UVA student
- Availability to work all home football games and select competitions for other sports which are frequently scheduled on nights and weekends
- Ability to represent UVA and UVA Athletics in a positive and professional manner
- Ability to multitask and react to adapting situations during live events

Preferred Qualifications:

- Genuine interest in a career in the sports marketing industry

Physical Demands:

- Event preparations and operations may require occasional light physical labor including carrying supplies to, from, and throughout venues. Standing and walking for up to three hours at events may be required.

Interested applicants should submit a cover letter and resume to Ashlee MacDonald, Assistant Director of Fan Experience, by email at ashlee@virginia.edu.