



## **COMMUNICATIONS/SPORTS MARKETING INTERNSHIP - SUMMER**

The Colorado Springs Sports Corporation (The Sports Corp) is a 501(c)3 non-profit organization committed to creating and attracting sporting events that contribute to the quality of life for citizens of the Pikes Peak Region and generate an economic impact for the community.

Annual events include: Rocky Mountain State Games, Colorado Springs Sports Hall of Fame, the Broadmoor Pikes Peak Cycling Hill Climb, Colorado Springs Labor Day Lift Off, sports luncheons and annual golf tournament.

Recently hosted events include: Mavic Haute Route Rockies (cycling), Colorado Classic (cycling), USA Cycling Hill Climb National Championships, NORCECA World Championship Qualifier (volleyball), Warrior Games, USA Pro Challenge (cycling), and USA Boxing National Championships.

The primary focus of this internship will be to assist staff with all areas of communications and marketing for the Rocky Mountain State Games (RMSG). RMSG is the Colorado's largest multi-sport festival held in Colorado Springs over the last two weekends of July each year. More than 10,000 athletes of all ages and abilities compete in 35+ sports. Interns will also work in some capacity on additional events organized and executed by The Sports Corp.

This internship will feature numerous hands-on projects, background/planning information for each event as well as after action analysis. Professional development sessions will be held on a regular basis to allow interns the opportunity to refine skills and talents necessary for future roles in communications, sports marketing and event management. Additionally, formal mid and final internship evaluations will be conducted for the purpose of further professional development.

### **QUALIFICATIONS**

- ♣ Students majoring in communications, marketing, sports marketing are preferred
- ♣ Strong initiative, positive attitude and the ability to work well with others
- ♣ Excellent verbal and written communication skills and creative ability
- ♣ Ability to meet deadlines and manage multiple projects
- ♣ Strong desire to learn and gain experience by working on a variety of projects in a professional work environment.
- ♣ Available to work a minimum of 40 hours per week during regular business hours (8:00 am - 5:00 pm, Monday – Friday) during the summer semester. *Additional hours will be required during events – usually on weekends or evenings.* Full calendar of events and expectations will be reviewed during orientation.

## **PRIMARY RESPONSIBILITIES & PROJECTS**

*The projects included below are representative, but not exhaustive, of the most important tasks.*

- ♣ Assist staff in all aspects of communications and sports marketing including marketing plan development and execution and social media use/marketing
- ♣ Become familiar with all procedures and communications of event management
- ♣ Creation of a social media plan that will integrate with the RMSG marketing plan as well as develop special interest press releases focused on the RMSG
- ♣ Develop and implement local/statewide social media marketing plan for RMSG
- ♣ Assist in identifying and communicating with sports organizations, leagues, athletic directors, etc. with the purpose of establishing relationships and promoting events
- ♣ Post-event feedback and evaluations on all Sports Corp events

## **CREDIT HOURS**

This is an **unpaid internship** but may include credit hours as determined by the internship program guidelines of the appropriate college. **Additionally, upon a successful completion of the internship and quality performance as determined by Sports Corp staff, a \$500 stipend will be awarded at the conclusion of the internship.**

## **APPLICATION DEADLINE**

**There is not a specific application deadline for this internship.** Positions are filled as soon as candidates are interviewed, selected and accept – usually several months in advance – but at the latest by **April 15**.

*Interested parties are asked to forward a letter of interest, resume and list of references to:*

***Aubrey McCoy***  
***Director of Operations & Marketing***  
***(719) 634-7333, ext. 1006***  
***aubrey@thesportscorp.org***