



**Bossier-Shreveport Mudbugs
Marketing/Promotions/Game Operations Internship Description**

We are looking for highly motivated and personable individuals who aspire to work in the sports industry in the field of Marketing and/or Game Operations. This person will support and execute elements of the 2009-2010 Marketing Plan as well as be involved with the implementation of the hockey club's Game Operations program. Some of these functions will include interacting with the crowd, being involved with all pre-game, in-game, and post-game events and intermission promotions. These individuals will need to be available preferably from mid to late afternoon on ALL home game days until up to one hour after the game is completed.

JOB DESCRIPTION

Assist Mudbugs staff with the implementation of on-ice promotions, activating sponsorship commitments, and the execution of special events taking place on game days

Requirements: Must be a personable, creative, and dynamic person; Interns must be enrolled in an undergraduate or graduate course of study that pertains to Sports Management, Public Relations, Marketing, Communications, or Business. Interns must possess excellent oral and written communications skills and come to work presenting a professional appearance and behavior. Other requirements include: the ability to work independently, capable of meeting deadlines, possess excellent computer skills, be extremely detail oriented and available during business and non-business hours for game days and special events. The person is required to work approximately fifteen (15) hours per week plus all home games. Must be at least 18 years old preferably a Junior or Senior in college. This internship is for one or two semesters starting in August 2009.

Marketing interns will assist the Marketing Department in daily and game-day duties including, but not limited to:

- Attend all assigned game day operations meetings
- Attend all games on schedule unless prior arrangements have been made 1 week prior to game
- Assist with the Mudbugs donations program
- Schedule game night activities, including National Anthem Singers, contacting promotional winners, etc.
- Assist in implementation of Mudbugs special events, including (but not limited to) season ticket holder parties, Fan Appreciation Night and pre-game parties
- Assist at community events, charitable outings and mascot appearances
- Assist in implementation of all on-ice and in-arena Promotions
- Help with pre-game and/or post-game ceremonies
- Assist with handouts/giveaways pre-game and/or post-game
- Assist in keeping all game props organized, in good condition and stored appropriately after each game
- Assist Ticket Sales Staff at Fan Services Booth, dealing with fans, handling ticket issues and renewals, etc.
- Assist the mascot with game night duties
- Coordinate with Clawed (the mascot) and ticket sales department for execution of birthday parties on game nights
- Serve as a liaison with local organizations for intermission games
- Assist in any additional duties assigned by the Marketing & Sponsorship Activation Coordinator or Executive Assistant

Dates of internship: This internship is for one or two semesters or for one-three quarters, Fall 2009 – Spring 2010

To apply contact: Katie O'Rear, Executive Assistant

(318) 752-2847 x221

katieo@mudbugshockey.com

Download the Internship application.