

GAME DAY OPERATIONS SUMMER INTERNSHIP PROGRAM

This position is a seasonal internship that will provide an in-depth experience into the game day operations department of the Norwich Sea Unicorns baseball club, including marketing and promotions.

This position will work closely with the General Manager along with the rest of the Sea Unicorns Front Office Staff and be an integral part of a successful season. This part-time internship will start on or about May 15th and run through on or about August 15th and entails approximately 30 hours per week.

Hours/Dates: Sea Unicorns Internship positions will start on or about May 15th and finish on or about August 15th. Interns will average about 30 hours per week based on the Sea Unicorns game schedule each week.

Job Description: Gameday Operations, Marketing & Promotions Internship

- Organization and set-up of all marketing materials, signage and game day promotional items
- Staffing the Info Booth – assisting fans and fulfilling promotions
- Preparing gameday script and facilitating all promotions and activities
- Analytics from enter to win sweepstakes and fan sign-ups
- Direct pre-game introductions – national anthem, first pitches and on-field experiences
- Creativity in coming up with marketing campaigns, using different social media avenues
- Assist with training and scheduling of gameday staff
- Interact with fans, encourage people to sign up for promotions, ensure their needs are being met and that fans having a great experience at Dodd Stadium.

- Special Project

- The Norwich Sea Unicorns Interns will have a special project that they will need to collaborate on and fulfill during the season.