



## Marketing & Communications Internship Description

Arroyo Seco Saints Collegiate Summer Baseball  
Pasadena, CA | Summer 2019

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### Internship Opportunity

Marketing & Communications

### Reports To

Asst. GM, Media & Marketing

### Time Period

Summer 2019 (June-July)

### Organization & Internship Background

The Arroyo Seco Saints, a certified 501(c)3 non-profit organization, attracts elite college baseball players, baseball coaches, and college students seeking to gain experience in the sports industry to the greater Los Angeles area for the months of June and July. A proud member of the California Collegiate League (CCL) and entering its 16<sup>th</sup> season of operation, the Saints strive to provide the finest collegiate summer baseball experience in the nation for players, coaches, interns and fans.

Learn by doing! Interns will be key players in advancing our mission. The Arroyo Seco Saints Internship Program offers current college students the chance to receive a first-hand look at the day-to-day operations of a college summer baseball organization. You will spend the summer gaining valuable experience in the sports industry, building your resume and career portfolio, and learning through mentoring, networking, and training.

### Location

- Home Stadium: Jackie Robinson Memorial Field (Pasadena, California)
  - Located 10 minutes north of Los Angeles adjacent to the world-famous Rose-Bowl Stadium.
- Opponent locations: Throughout the state of California.

### Marketing & Communications Responsibilities

- Create multi-media (written, graphical, video) content for website, social media (Instagram, Snap Chat, Twitter, Facebook, YouTube +) and other platforms.
- Track analytics of all platforms,
- Write press releases and other print and broadcast copy, along with developing and maintaining local media relationships/contacts.
- Conduct on-camera and audio interviews.



- Assist staff with media relations and coordinating media interviews.
- Maintain the Saints brand integrity in all elements.
- Other duties as assigned.

### **Requirements**

- Possess a passion for sports marketing and communications.
- Pursuing or recently completed an undergraduate degree in a related major.
- Represent the Arroyo Seco Saints exhibiting a high-level of professionalism at all times.
- Experience in journalism or public relations.
- Knowledge of design, layout and composition principles.
- Photography equipment and computer for editing is a plus.
- Proficiency in Adobe Illustrator, Photoshop, and InDesign, and Microsoft Word, Excel and PowerPoint.
- Possess the ability to shoot and edit video.
- Outstanding writing and proofing skills.
- Upbeat and friendly attitude.
- Excellent organizational skills. Self-motivated and detail oriented.
- A team player with a “get it done” attitude and work ethic. Be deadline driven.
- Strong knowledge of current social media trends.
- Comfortable working in groups. Interact with Saints front office members, coaches, players, staff, and staff from opposing organizations, the California Collegiate League, and more.
- Working knowledge of the college athletics sector. Knowledge of baseball is a plus.
- Creative! Willing to offer ideas and suggestions.
- Ability and willingness to work varied and long hours including nights and weekends.
- Must be a local candidate to Southern California or provide your own housing.
- Dependable transportation to home games. Team bus transportation is provided to most away games.
- Reports to the Assistant General Manager for Media & Marketing. Occasionally takes direction from the General Manager, Assistant General Manager for Operations and other Saints staff.

### **Time Commitments**

The Saints 2019 college summer season runs June to July. Games will be played approximately five days a week. All intern staff will be required to participate (in-person or by conference call) in an introductory meeting in mid-May. The internship ends shortly after the conclusion of the season.

### **Notes**

- The position is unpaid. College credit is available upon request.
- Attire: Khaki shorts/pants and an Arroyo Seco Baseball Polo (polo provided by team).

- Hours Vary. Gamedays are typically 3:00-9:00 p.m. Non-game days are on an as-needed basis.
- All interns will be required to commit for the duration of the season (exceptions for varying school start/stop dates will be reviewed on an individual basis).
- Interns will have the opportunity to build relationships with industry professionals and with members of the professional, collegiate and amateur baseball community.

**Contact & Resume/Portfolio Submission**

- Nick Gorman, Asst. GM: (805) 252-7594, [ngorman@arroyosecbaseball.com](mailto:ngorman@arroyosecbaseball.com)
- Thomas Stafford, Asst. GM: (626) 840-5367, [tstafford@arroyosecbaseball.com](mailto:tstafford@arroyosecbaseball.com)

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