

COMMUNICATIONS / Brand Strategy Intern

General position summary: Assist the communications staff in advancing the NCAA brand strategy through communications, NCAA events, former NCAA student-athlete engagement, career center and related projects. The intern must demonstrate strong writing, organizational, and interpersonal and digital communication skills.

Former interns in this role have gone on to work in corporate communications and for NCAA schools, professional sports teams and national governing bodies.

Desired knowledge, skills and abilities: The intern working in brand strategy is exceptionally organized. This individual works well on collaborative projects but is also able to work independently with little or no supervision. The ability to thrive in a fast-paced environment, sometimes under pressure, while remaining flexible, proactive, resourceful and efficient, with a high level of professionalism and confidentiality, is essential to being successful in this role. Advanced written and verbal communication skills, strong decision-making ability and attention to detail are critical. The intern should be comfortable presenting to and/or sharing information with small- to medium-sized audiences.

Candidates are graduating seniors or recent graduates who were active leaders on-campus or who have previously worked or interned in communications, athletics departments or with public relations firms.

Essential duties:

- Contribute to content that illuminates the opportunities provided by playing college sports, tell current and former student-athlete stories, and communicate the mission, values and priorities of the NCAA.
- Support the planning, onsite execution and assessment of NCAA events recognizing current and former student-athletes who excel in the classroom, on the field and in the community.
- Active engagement in Salesforce email marketing cloud and customer relationship management platforms.
- Support the NCAA After the Game program:
 - Assist with third-party advocacy initiatives through content strategy development, site marketing, content amplification and former student-athlete engagement.
 - Manage the LinkedIn networking group and career center by monitoring effectiveness through respective analytics and evaluation.
- Contribute to strategic communication planning and visual branding as needed.
- Demonstrate collaboration and cross-functional reapplication of knowledge that contributes to shared goals by participating in unit and/or departmental projects.