



COMMUNICATIONS / External Engagement Intern

Former interns in this role have accepted full-time jobs in public relations for professional sports organizations such as the NFL and PGA. Others have accepted opportunities within college and youth sports with the Fiesta Bowl and USA Football. Additionally, former interns have moved to the membership as staff members at schools or conferences, including the Big Ten Conference, University of Maryland, College Park and the University of North Carolina, Chapel Hill.

Desired knowledge, skills and abilities:

- Related work experience in public relations, journalism or communications, particularly in high-interest/low-trust settings.
- Excellent writing skills and proven ability to produce materials targeted toward specific audiences.
- Demonstrated ability/willingness to collaborate in a high-pressure environment.
- Demonstrated understanding of social media.
- Demonstrated understanding of media relations.
- Proven ability to work with members of the media.
- Proven ability to manage multiple tasks and tight deadlines.
- Strong organizational skills.
- Strong communication skills, both written and verbal.
- Knowledge of higher education and collegiate athletics.
- Understanding of the overall branding and messaging goals of the NCAA.
- Strong computer skills.
- Critical thinking skills.

General position summary: The external engagement intern works with the External Engagement group to effectively and strategically communicate the NCAA's mission and goals. The intern will help communicate the NCAA's role as the voice of an association that plays a positive part in the lives of student-athletes. Audiences include the media, public, member schools, and student-athletes and their families.

Essential duties:

- 1) Work with supervisor and others within the department to gain writing experience (i.e. press releases, talking points) and offer writing support for External Engagement staff.
- 2) Work with supervisor and Director of External Engagement to assist with issues management, including responding to inquiries from local, regional and national media.
- 3) Work with supervisor and Director of External Engagement to assist with events, projects or initiatives.
- 4) Serve as the primary point of contact for student media contacts and strategic outreach to student media.
- 5) Serve as a secondary point of contact for the Division I Women's Basketball Championship, including attending the championship to provide PR support.