



CHAMPIONSHIPS AND ALLIANCES / Event Marketing

General position summary: As part of the championship engagement staff, this individual will be responsible for assisting with marketing and promotion of ancillary events, community engagement initiatives and fan communications. The intern will gain experience working with internal and external teams, sponsors, and creative and advertising agencies.

Desired knowledge, skills and abilities: Experience in marketing and event planning. Organized, motivated team player who enjoys multitasking and learning. Ability to analyze, problem-solve and think strategically. Basic design experience is a plus.

Duties and responsibilities:

1. Assist in marketing and grassroots initiatives to increase ancillary event attendance at select championships.
2. Organize and maintain event and fan information for various digital platforms (championship websites, apps, emails, push notifications, etc.).
3. Manage artwork request process and creative jobs for internal and external team design needs.
4. Research and coordinate engaging fan experiences for select championships.
5. Actively engage and participate in department's initiatives leading by example of the national office values.
6. Build relationships with local organizing committees and membership schools to ensure awareness, attendance and fan communication goals are met.
7. Other duties and responsibilities as assigned.

Preferred qualifications and minimum requirements:

1. Bachelor's degree (required).
2. Basic understanding of marketing, promotions and event planning (required).
3. Excellent written and oral presentation skills (required).
4. Strong organizational skills with attention to detail (required).
5. Willingness to work outside of traditional business hours (required).
6. Ability to work with little supervision, quickly and under pressure (required).
7. Basic Photoshop or design work (preferred).

Principle contacts:

1. Creative agency (daily).
2. Branding, fan engagement, corporate relations, community team (daily).
3. Men's and women's basketball staffs (weekly).
4. Championship operations (weekly).
5. Digital partner (weekly).
6. Locally organizing committees and host city officials (weekly).
7. Advertising agencies (occasionally).



CHAMPIONSHIPS AND ALLIANCES / Game Presentation

General position summary: This position is responsible for assisting with game presentation/in-venue entertainment and fan events for several championships. The individual will also work in other areas such as corporate relations, branding and marketing where needed. The intern will assist the operations team in its goal to provide a successful collegiate championship experience to student-athletes, fans, communities and others.

Desired knowledge, skills and abilities: Experience working in a marketing/fan experience department on campus. Strong written, verbal and organizational skills. Ability to work on own and within a team, as well as a strong attention to detail.

Duties and responsibilities:

1. Assist game presentation staff in the management of select championships' in-venue presentation, including vendor agreements, day-to-day communication, implementation, execution and feedback.
2. Aid in the communication, distribution and execution of the Van Wagner production materials (public address announcer game scripts, run-of-show documents, game production templates) for assigned championships.
3. Research for VW videos and content review.
4. Coordination of national champions recognitions for the Division I Men's and Women's Basketball Championships.
5. Communicate with membership and host sites for feedback on championships.
6. Coordinate on-site entertainment such as introductions, anthems, color guard, halftime entertainment, postgame awards presentations, special effects and other enhancements.
7. Collaborate with internal teams on marketing, ticketing, social/digital, and corporate relations in development of content and execution through scripts and run-of-shows.
8. Supply creative concepts for video board content and activations.
9. Assist with championship ancillary events as needed.
10. Other duties and responsibilities as assigned.

Preferred qualifications and minimum requirements:

1. Bachelor's degree (required).
2. Basic understanding of game presentation and fan events (required).
3. Excellent written and oral presentation skills (required).
4. Strong organizational skills with attention to detail (required).
5. Willingness to work outside traditional business hours (required).
6. Ability to work quickly with little supervision and under pressure (required).
7. Run-of-show and script-writing experience (preferred).
8. Basic Photoshop and video editing experience (preferred).

Principle contacts:

1. Game presentation/in-venue entertainment.
2. Branding, fan engagement, corporate relations, marketing, and community team.
3. Championship operations.
4. Championship marketing/ticketing.
5. Men's and women's basketball staffs.
6. Van Wagner Productions.
7. NCAA membership.



CHAMPIONSHIPS AND ALLIANCES/Division I Men's Basketball Championship Intern

This position is responsible for the administration of specified areas of the NCAA Division I Men's Basketball Championship.

Duties and responsibilities:

1. Aid the Division I men's basketball staff in the administration of the Division I Men's Basketball Championship.
 - a. Work with the San Antonio Local Organizing Committee to unveil the 2025 Final Four logo. Intern will oversee all aspects of the logo launch including the unveiling event, mementos, run of show and media availability.
 - b. Create and author the quarterly Men's Basketball Selection Committee alumni newsletter, which updates former committee members on everything men's basketball.
 - c. Conduct basketball-related research projects to assist the Division I Men's Basketball Committee during its meetings.
 - d. Participate in Men's Basketball Selection Committee meetings to gain insights on the men's basketball tournament, future site selection, future programming and more.
 - e. Attend mock selections meeting with the Men's Basketball Selection Committee and learn all aspects of the selection process including seeding, bracketing and overall protocol.
 - f. Use your own basketball experience to provide input during all men's basketball meetings.
 - g. General administrative duties including drafting meeting agendas, scheduling conference calls, shipping, and preparing materials for committee meetings.
 - h. Assist colleagues with other projects and duties as assigned.
2. Responsibilities relative to the preliminary rounds of the championship.
 - a. Attend and assist with a preliminary-round site visit to the host city.
 - b. Provide on-site assistance at preliminary-round site during March Madness, including but not limited to game operations, lodging and media operations.
 - c. Assist with selection, ordering and coordination of preliminary-round equipment and supplies for participating teams and hosts.
 - d. Assist staff on Selection Sunday with team transportation assistance, conference calls with teams and other necessary duties.
 - e. Assist in the production of the Administrative Manual that is provided to NCAA staff, hosts and Men's Basketball Committee members detailing various tournament logistics.
3. Responsibilities relative to the Men's Final Four site.
 - a. Compile slides for the monthly Final Four Local Organizing Committee meetings.
 - b. Assist with the preparation of materials for the tournament administration. Update and edit Final Four Host Operations Seminar PowerPoint.
 - c. Work with the men's basketball staff to oversee the championship operations of the Final Four.
 - d. Serve as point person for correspondence, schedule, credentials and overall creation of the Final Four Family Event held for the families of the participating student-athletes.
 - e. Assist men's basketball staff with ancillary events and programs including Next Generation Sunday, Street Team program, team arrivals, as well as others.
 - f. Oversee the Final Four ball kid program, including ordering apparel, arranging schedules and transportation, and serving as the point person on site.
4. Coordinate the dissemination of information to the Division I men's basketball membership, hosts and Division I Men's Basketball Championship participants.
 - a. Maintain and update current and future key contacts.
 - b. Draft, format and prepare general correspondence, reports, meeting supplements and forms.
 - c. Assist with email and telephone inquiries regarding the Division I Men's Basketball Championship.



- d. Update various databases for the men's basketball staff including the Men's Basketball Committee alumni roster, men's basketball tournament attendance and broadcast data, as well as transfer portal information.
 - e. Coordinate a tour of the Men's Basketball Championship trophy to member schools during the basketball season.
 - f. Coordinate the automatic qualifier memento ticket process with the women's basketball intern.
5. Assistance with NCAA College Basketball Academy.
- a. Assist with communication to high school prospects attending the NCAA College Basketball Academy.
 - b. Handle on-site responsibilities including roster changes, management of contractors on-site, assistance with life skills staff and other duties.
 - c. Assist with academy registration, athletic assessment and other programming throughout the academy.

Key learnings interns will gain throughout their internship:

1. How to navigate a corporate environment.
2. How the 68 teams are chosen for the Division I men's basketball tournament.
3. How to run an event from start to finish.
4. Budget management.
5. How broadcast partners, corporate partners and other constituents collaborate with the NCAA to put on the Final Four.

Preferred qualifications and minimum requirements:

1. Bachelor's degree (required).
2. Ability to prioritize projects and tasks.
3. Strong desire to learn and improve.
4. Ability to work quickly with little or no supervision and under pressure (required).
5. Proficient skills in word processing, Microsoft Office software and use of general office equipment.
6. Passion for basketball and the student-athlete experience.
7. Excellent written and oral communications skills.

Principal contacts:

1. Men's and women's basketball staffs — daily.
2. Tournament host institutions, conferences and local organizing committees — daily.
3. Leadership development department — monthly
4. Division I Men's Basketball Committee — quarterly.
5. Division I Men's Basketball Oversight Committee — quarterly.
6. NCAA membership — daily.
7. General public — daily.
8. Other NCAA staff members — daily.
9. National Association of Basketball Coaches staff — monthly.

CHAMPIONSHIPS AND ALLIANCES / Championships Operations Interns

Former interns in this area have accepted positions in NCAA championships and alliances, conference office championship administration, and campus event management/game operations.

General position summary: The championships and alliances internship positions in the championships operations group are designed to provide substantial experience in areas pertinent to planning successful national championships across all three divisions as well as development and maintenance of playing rules and officiating matters. The championships operations interns will have the opportunity to interact with sports and playing rules committees, tournament hosts, external partners and vendors, and internal staff while assisting with operational and organizational planning, rankings and selections, and fulfillment of on-site responsibilities at assigned championships. Additionally, the championships operations interns will be exposed to the day-to-day sport business operations involved with the NCAA national office. The championships operations interns will also gain exposure to championship-related areas including playing rules, officiating, branding and fan experience, community engagement, corporate relationships, licensing, equipment suppliers, marketing, ticketing, digital and social media services, broadcast media services, media coordination and statistics.

Essential duties:

1. Execute duties assigned with select championships.
 - a. Edit and finalize championship host, participant and committee operations manuals.
 - b. Participate in host planning meetings and teleconferences.
 - c. Assist with on-site activations for community engagement and/or corporate partners.
 - d. Work with national sport committees during championship planning, rankings and championship selection processes.
 - e. Assist with budgeting for predetermined and nonpredetermined host sites.
2. Execute duties as assigned related to playing rules and officiating.
3. Coordinate staff projects, project teams and professional development.
4. Attend and participate in championships staff meetings and educational sessions.

Preferred qualifications and minimum requirements:

1. Bachelor's degree (required).
2. Event operations and planning experience.
3. Strong written and verbal communication skills.
4. Strong time management and organizational skills with attention to detail.
5. Ability to multitask and work well in a group or individually.
6. Ability to work quickly with little supervision and under pressure.
7. Ability to analyze, problem-solve and provide recommended solutions.

Principle contacts:

1. Sport committees.
2. Host sites and local organizing committees.
3. Internal NCAA championship groups (e.g., playing rules, marketing and ticketing, broadcast, media coordination, branding and fan engagement, etc.)
4. NCAA member schools and conferences.



CHAMPIONSHIPS AND ALLIANCES / Division I Women's Basketball Championship Intern

This position is responsible for the administration of specified areas of the NCAA Division I Women's Basketball Championship.

Duties and responsibilities include:

1. Provide assistance to the Division I women's basketball staff in the administration of the NCAA Division I Women's Basketball Championship.
 - a. Assist with the revision, production and distribution of manuals.
 - b. Arrange meetings, teleconferences and videoconferences as necessary.
 - c. Create, record and maintain meeting agendas and reports for all women's basketball staff and Women's Final Four working group meetings.
 - d. Provide support for the "mock" selection exercise held annually in the late summer.
 - e. Review and organize championship bid process and site selection materials.
 - f. Assist with implementation of the Women's Basketball Strategic Plan.
 - g. Serve as the internal women's basketball engagement resource group coordinator.
 - h. Perform other special projects, research and duties as assigned.
2. Coordinate the dissemination of information to the Division I women's basketball membership, hosts and Division I Women's Basketball Championship participants.
 - a. Draft, format and prepare general correspondence, reports, meeting supplements and forms.
 - b. Assist with email and telephone inquiries regarding the Division I Women's Basketball Championship.
 - c. Assist with ordering and coordination of equipment and supplies to be distributed to first- and second-round and regionals sites.
3. Responsibilities relative to the Women's Final Four site.
 - a. Provide support staff assistance at the Women's Final Four.
 - b. Assist with the preparation of materials for tournament administration.
 - c. Oversee the band and cheerleading schedules and requests at the Women's Final Four.
 - d. Staff the Women's Final Four and various ancillary events.
 - e. Serve as the point person for correspondence, schedule and requests of ball kids.
 - f. Oversee Ambassador program.
 - g. Organize the student-athlete family reception on semifinal night.
 - h. Serve as liaison to the local organizing committee with matters relative to sustainability.
4. Other duties based off interest and need relative to Women's Basketball Championships.
 - a. Support marketing strategy through tactic development.
 - b. Provide general assistance for women's basketball officiating and the national officiating improvement program.
 - c. Perform duties relative to the Division II and Division III Women's Basketball Championships, including administrative support, material preparation for selections and on-site support.
 - d. Assist in facility and game operations for the Women's Final Four as desired.



Preferred qualifications and minimum requirements:

1. Bachelor's degree (required).
2. Passion for women's basketball and the student-athlete experience.
3. Ability to prioritize and balance multiple projects and tasks.
4. Strong desire to learn and improve.
5. Ability to work quickly with little or no supervision and under pressure (required).
6. Proficient skills in word processing, Microsoft Office software and usage of general office equipment.
7. Excellent written and oral communications skills.

Principle contacts:

1. Women's and men's basketball staffs -- daily.
2. Tournament host institutions, conferences and local organizing committees -- daily.
3. Division I Women's Basketball Oversight Committee – quarterly.
4. Division I Women's Basketball Committee -- quarterly.
5. NCAA membership -- daily.
6. General public -- daily.
7. Other NCAA staff members -- daily.
8. Women's Basketball Coaches Association staff -- monthly.



CHAMPIONSHIPS AND ALLIANCES / Digital and Social Media Intern

As part of the championships and alliances digital and social media staff, this individual will assist in executing the departmental strategy that includes enhancing the student-athlete experience; promoting NCAA championships; increasing revenue, awareness and viewership to NCAA championships and ancillary events through the NCAA digital and social media platforms; and communicating consistent NCAA brand messages through digital and social media.

Duties and responsibilities include:

1. Assist championships digital staff in executing the social media strategy that services all 90 championships by monitoring, posting and measuring content success across NCAA championships platforms on Facebook, Twitter and Instagram.
 - Content posting will drive engagement, brand awareness, revenue and traffic to the official NCAA digital platforms.
2. Serve as the public voice for specific NCAA sports accounts.
 - Must have good judgment as to what is posted as it relates to a given brand strategy.
3. Prepare graphics and videos daily for various social media platforms based on prepared graphic and video templates.
4. Identify trends and storylines developing in a live environment around various sports throughout the year and react to them within the brand strategy.
5. Research schools, players and key influencers social accounts and activity to help foster and develop meaningful social media relationships.
6. Provide high-level social media data analysis based on social media analytic reports for presentation in biweekly social media team meetings.
7. Locate and gather video/photo assets from NCAA archive for use on social media channels.
8. Forge relationships with the NCAA member schools on behalf of the social media team to enhance access and coverage year-round.
9. Other duties and responsibilities as assigned.

Preferred qualifications and minimum requirements:

1. Bachelor's degree (required).
2. Experience posting or creating content for brand social media channels (required).
3. Strong organizational skills with attention to detail (required).
4. Willingness to work outside of traditional business hours (required).
5. Excellent written and oral presentation skills (required).
6. Prior Adobe Creative Suite experience (Photoshop and/or Premiere) (preferred).

*Applicants interested in championships social could also be interested in the Division II governance internship.