



LEADERSHIP DEVELOPMENT

2024-25 BRAND STRATEGY POSTGRADUATE INTERNSHIP JOB DESCRIPTION

Brand Strategy

BRAND STRATEGY – Within the department of communications, the intern will help improve understanding of the NCAA and build support for college sports through internal and external communications, live events, engagement with former student-athletes and related projects. This intern must be a strong writer and problem solver who has effective interpersonal and organizational skills and attention to detail gained through coursework and internship experience. **Ideal candidates** are graduating seniors or students finishing graduate programs who are interested in pursuing a career in communications, live events or brand management.

Full description for online posting.

COMMUNICATIONS / Brand Strategy Intern

General position summary: Assist the communications staff in advancing the NCAA brand through communications, events and related projects. The intern must demonstrate strong writing, problem-solving, interpersonal and organizational skills.

Former interns in this role have gone on to work in corporate communications, NCAA schools, professional sport 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 also works 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, is essential to this role. High levels of professionalism and confidentiality are required. 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 have previously worked or interned with communications, athletics departments or with public relations firms.

Essential duties:

- Contribute to content that illuminates the value of playing college sports, tells current and former student-athlete stories, and communicates the mission and priorities of the NCAA.
- Support the planning, onsite execution and assessment of the NCAA Convention and its featured events recognizing current and former student-athletes who excel in the classroom, on the field and in the community.
- Support preparation for and onsite execution of projects with the NCAA's Habitat for Humanity partnership.
- Contribute to strategic communication planning and visual branding as needed.
- Demonstrate collaboration by participating in unit and/or departmental projects, including former student-athlete engagement and other projects.