



COMMUNICATIONS / External Engagement Intern

Are you passionate about strategic communications and public relations? Interested in becoming integrated into a team of PR professionals dedicated to providing enriching, hands-on experience to enhance your growth and development? Come join the Communications – External Engagement team (formerly known as Public & Media Relations). In this role, you will support the team with development and implementation of strategic communications initiatives, execute proactive and reactive public relations tactics and assist with reputation management, while telling the dynamic and evolving story of college athletics!

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, including current issues.
- 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, but are not limited to, the media, public, member schools (athletics and higher education), athletics conferences and student-athletes.

Essential duties:

- 1) Work with the team to gain writing experience (i.e. statements, announcements, news stories, talking points) and offer writing support for External Engagement staff.
- 2) Assist with issues management, including responding to inquiries from local, regional and national media.
- 3) Collaborate with external engagement staff and partners across the national office to assist with events, projects, initiatives and strategic planning.
- 4) Serve as the primary point of contact for student media contacts and execute strategic outreach.

Where it can take you:

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