



LEADERSHIP DEVELOPMENT

2026-27 POSTGRADUATE INTERNSHIP JOB DESCRIPTION

Communications: Branding

General position summary: This intern works with the branding unit to effectively and strategically implement the NCAA brand to support our mission and goals. The intern will work with national office staff and service partners to support consistent application of brand guidelines and creative development throughout the national office and championships.

Desired knowledge, skills and abilities:

- Related work experience in branding, marketing, events or communications.
- Experience applying brand guidelines, visual identity and related creative collateral development for an athletics department or organization or for other events.
- Understanding of applying brand principles or elements and ensuring a consistent experience for multiple audiences.
- Strong organizational, critical thinking, problem-solving and time management skills.
- Demonstrated ability to collaborate and manage stakeholders and related expectations.
- Excellent written, verbal and interpersonal skills.
- Ability to be proactive, flexible, resourceful and efficient to manage and execute projects on time, sometimes under pressure and short turnaround times.
- High level of professionalism, attention to detail and confidentiality.
- Comfort presenting to or sharing information with small- to medium-sized audiences.
- Ability to work collaboratively in a team environment, as well as independently with minimal direction when needed.

Essential duties:

- Collaborate with national office staff, creative agency staff and other service partners to support the development, review and delivery of branded educational resources, graphics, signage and other creative collateral.
- Support internal and external application and use of NCAA brand guidelines.
- Contribute to the planning and execution of creative collateral and signage for NCAA events, including the NCAA Convention, select championships and events hosted by other departments in the national office.
- Support strategic communication and creative planning as needed.
- Use organization-wide project management software (Asana) to track projects and provide visibility to owned efforts.
- Conduct research efforts as needed.
- Assist with logo management and collection for specific championship efforts.
- Conduct quality assurance/review of materials to ensure materials are error-free and on brand.
- Develop relationships with diverse groups and business units adding to the branding team's integration into the larger organization.
- Communicate with the office of legal affairs related to trademark and intellectual property efforts.