



## **Communications: External Communications**

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 external communications team. 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:** This position works with the external communications 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, student-athletes and internal staff.

### **Essential duties:**

- 1) Work with the team to gain writing experience (i.e. statements, announcements, news stories, briefing documents, talking points) and offer writing support for communications staff.
- 2) Assist with issues management, including responding to inquiries from local, regional and national media and pitching positive NCAA and student-athlete stories to media.
- 3) Collaborate with external communications staff and partners across the national office to assist with events, projects, initiatives and strategic planning. Areas of potential support include championships and community engagement.
- 4) Serve as the primary point of contact for student media contacts and execute strategic outreach.
- 5) Develop and distribute media reports to update NCAA leadership and staff on trending NCAA and college athletics/industry news.

### **Where it can take you:**

- Former interns in this role have accepted opportunities in the following fields:
  - Professional sports organizations, including the NBA, NFL and PGA.
  - College sports with the NCAA, Fiesta Bowl, Big Ten Conference, Arizona State University, University of Maryland, College Park, the University of North Carolina, Chapel Hill and Duke



## LEADERSHIP DEVELOPMENT

University.

- Youth sports with USA Football.
- Sports broadcast networks such as ESPN.
- Professional athlete.