

FREDERICK KEYS INTERNSHIP POSTING



Job Title: Marketing Internship – Fun Patrol
Reports to: Promotions Manager
Start Date: Spring/Summer Internships available (2010)

Qualifications:

- College juniors, seniors, or graduate students working for academic credits.
- Ability to work night and weekend events.
- Must have basic computer skills i.e. Microsoft programs and Photoshop preferred.
- A customer service background is preferred.
- Must be enthusiastic with a desire to work hard and have fun!

Responsibilities include, but are not limited to the following:

Game Day

- Execute pre-game, in-game, post-game promotions.
- Distribute game day programs and greeting fans at the front gates.
- Decorate the stadium and prepare for the various theme nights throughout the season.
- Collect various video footage to enhance game presentation.
- Work music and message center in the press box.
- Dress as Keyote and/or other mascot when needed.
- Conduct fan surveys.
- Deliver promotional materials to local community partners.
- Stadium Upkeep.

Non-Game Day

- Complete all assigned community appearances.
 - Assist marketing department in identifying key events in the community.
 - Report pertinent information to determine the effectiveness of the event.
 - Information will include tickets sold, prizes awarded, data collected, unanswered questions, information distributed.
- Assist in the advertising and execution of two sessions of the Keys Youth Baseball Camp
- Development of promotional event
 - Target audience.
 - Actively call prospective ticket sales for specific promotional nights.

Please submit cover letter and resume to Anna Applegate via email at aapplegate@frederickkeys.com or fax to 301-662-0018.

Frederick Keys
Anna Applegate
21 Stadium Drive
Frederick, MD 21703
Fax: 301-662-0018
aapplegate@frederickkeys.com

