



## **Marketing/Community Relations Internship**

### **About the Smokies:**

Tennessee Smokies is the proud Double-A Affiliate of the Chicago Cubs. The Smokies play inside Smokies Stadium, Americas Friendliest Ballpark, located 20 minutes east of Knoxville, Tennessee. The Smokies are operated by Boyd Sports, LLC. Boyd Sports recently received the honor of being nominated as a 2021 Best Employer in Sports by Front Office Sports.

### **Description:**

This internship plays an important role in supporting the overall brand of the Tennessee Smokies through different initiatives involving community relations and marketing. The selected candidate will learn what actions have been successful with the Smokies in their 22-year history at Smokies Stadium while also encouraged to think of new initiatives and creative ways to attract and engage fans. This internship pays a monthly stipend and is open to students enrolled in a post-high school educational curriculum.

### **Responsibilities:**

Specific responsibilities include, but are not limited to, the following:

- Work as an extension of the ticket and corporate sales teams to maximize revenue opportunities in each department through outside events, community awareness, and appearances.
- Assist with e-blast and social media marketing campaigns geared around sales and brand awareness.
- Create/develop new marketing efforts based around selling tickets.
- Become knowledgeable of game day policies, processes, stadium layout, etc. to help at Fan Assistance on game days.
- Become familiar with other gameday roles to assist, including but not limited to, will call, box office, group area tenants, production room, retail.
- Ability to work evenings and weekends.
- Other duties as assigned.