



**FLORIDA**<sup>TM</sup>  
**SPORTS**  
— F O U N D A T I O N —

**COMMUNICATIONS AND MARKETING INTERNSHIP PROGRAM INFORMATION**

**FLORIDA SPORTS FOUNDATION**  
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## **FLORIDA SPORTS FOUNDATION INTERNSHIP PROGRAM**

The Florida Sports Foundation, Inc. is a 501(C)3 non-profit corporation, serving as the Sports Industry Development Division of Enterprise Florida, Inc. The mission of the Florida Sports Foundation is to:

- Assist Florida's communities with securing, hosting and retaining Sporting events and sports related business that generate significant economic impact and Sports Tourism for the state of Florida through the Foundation's grant programs, legislative initiatives and Industry Partner service, recognition and development.
- Provide the citizens of Florida with participation opportunities in Sunshine State Games and Florida Senior Games events.
- Serve as Florida's leading resource for Sport Tourism research and facts.
- Assist in the promotion of targeted leisure sports industries in Florida.
- Assist National and Florida State Governing Bodies to promote amateur sport development through Sunshine State Games and hosting events in Florida.

The annual Sunshine State Games and Florida Senior Games are an example of the many ways Florida Sports Foundation works in partnership with the Office of the Governor providing amateur sports opportunities for Floridians.

As a leader in the sports industry, the Florida Sports Foundation provides excellent opportunities for students studying sports administration, recreation and leisure services, event management & marketing, and other related studies to gain experience that will increase their value as they enter the competitive job market.

The attached packet of information includes the FSF Intern Program Summary and Application. For more information please contact:

**Florida Sports Foundation**  
**Attn: Jason Hendrix, Director of Communications**  
**101 N. Monroe St., Suite 1000**  
**Tallahassee, Fla. 32301**  
[jhendrix@flasports.com](mailto:jhendrix@flasports.com)  
[www.flasports.com](http://www.flasports.com)

## COMMUNICATIONS AND MARKETING INTERNSHIP

Florida Sports Foundation offers a full-time Communications and Marketing Internship position three times per year. This internship provides a well-rounded experience, working with various aspects of communications, marketing, community outreach, event management, promotion, and other areas of interest. Students selected as a Florida Sports Foundation Communications and Marketing Intern can expect to gain the following experience:

- Knowledge of Microsoft office/Adobe-based applications
- Database management
- Event coverage
- Writing techniques
- Developing relationships with media
- Interview skills/public speaking
- Social Media

Each term provides a different experience, focusing on the seasonal priorities of the Foundation. Candidates must be available to commit 30-40 hours per week during the term of the internship. More details are provided below on internship projects and requirements for each term.

### **Fall Term**

- Will begin in September and end following Senior Games in mid-December.
- *Compensation: this is an unpaid internship*

### **Qualifications:**

- Minimum of one (1) year experience in a college or university communications, marketing, or athletics office as a student assistant, intern, or volunteer.
- Must possess strong interpersonal communication and organizational skills, problem-solving, and decision-making skills that produce results in a fast-paced team environment.
- Must possess good writing and editing ability.
- Knowledge of all social platforms is required.
- Experience with Adobe InDesign, Photoshop, After Effects, & Premiere will be given preference.
- Ability to proactively and conscientiously post on all social platforms
- Self-starter with strong passion for social and new media technologies.
- Able to manage, prioritize and execute multiple projects at the same time.
- Understand organizational commitments and missions.
- Must submit 3 press releases, published articles or other journalistic writing samples that you have authored.
- Must submit 3 samples or hyperlinks to examples of your graphic design work.

Bonus items:

- HTML familiarity
- Paid advertisement knowledge (Ad Words, Social Paid Ads, SEO)
- Some working knowledge of ad placement and development
- Experience with video and video editing software (Final Cut Pro) is a plus.

**Duties:**

- Assist with editing web pages and posting developed press releases
- Responsible for developing an editorial content calendar and meeting deadlines for content distribution.
- Assist in developing content for social media (Twitter, Facebook, Instagram).
- Assist in implementing marketing plans.
- Develop, pitch, write, proofread, and/or edit articles for the FSF website.
- Creating cross platform marketing plans that engage the world to *Come Play in Florida*.
- Gather storylines, bios and photos of Sunshine State Games and Florida Senior Games athletes as needed for news releases announcing award winners, convention app, convention signage and multimedia presentations.
- Assist with onsite coverage of Sunshine State Games and Florida Senior Games events as well as Florida Sports Foundation meetings.
- Receive telephone calls in a professional manner. Handle calls if possible and forward detailed messages for other calls. Field requests for pertinent information.
- Maintain informative and accurate records as well as an organized filing system for designated areas of responsibility.
- Assist in producing and editing video content for the FSF website.
- Other duties as assigned.

**Pre-Employment Policies: All applications must be current students at an accredited college or university and maintain a minimum of a 2.75 GPA. This Internship must be approved by their institution and be part of their degree requirements. Drug testing and background checks shall be conducted on candidates recommended for hire, either prior to the extension of an offer of employment, or as part of an offer of employment that is made contingent upon a successful background check. Individuals may not commence employment until they have successfully completed drug test and background check.**

## COMMUNICATIONS AND MARKETING INTERNSHIP APPLICATION

<b>Applicant Information</b>					
Last Name:	First:	Date:			
Street Address:					Apt./Unit:
City:	State:	Zip:			
Phone:	Cell Phone:				
Email address:					
<b>School Information</b>					
School Name:					
College/Department: Education			Major/Minor:		
Department Head/Advisor:			Phone: Email Address:		
School Address: City/State/Zip:					
How many hours of college credit will you receive for this internship? _____					
<b>Internship Term</b>					
Please check semesters of availability: <input type="checkbox"/> Spring/Summer <input type="checkbox"/> Summer <input type="checkbox"/> Fall					
Please indicate your general availability (i.e. 8 a.m.-5 p.m.)	Monday	Tuesday	Wednesday	Thursday	Friday
Full-Time (Approx. 30-40 Hours)					

\*Please note: some weekend hours for event coverage and travel may be required.

<b>Position</b>
Please indicate which area interests you:
<input type="checkbox"/> Communications <input type="checkbox"/> Marketing

<b>Experience/Education and Skills</b>	
Current employment status: <input type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Not Employed	
Place of Employment:	
Are you currently a full-time student? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Level:  <input type="checkbox"/> Freshmen <input type="checkbox"/> Sophomore <input type="checkbox"/> Junior <input type="checkbox"/> Senior <input type="checkbox"/> Graduate student	
Computer Skills/Software Used:	
Why are you interested in an internship with Florida Sports?	
What specific experience would you like to gain through this internship?	
Describe your long-term career goals:	
<b>Professional References</b>	
Name	Relationship and contact info (e-mail and/or phone number)
<b>Disclaimer and Signature</b>	
I certify that my answers are true and complete to the best of my knowledge. If this application leads to an internship assignment, I understand that false or misleading information in my application may result in my release.	
Signature:	Date:

**Please attach resume to this application, along with three (3) writing samples and return to:**

**Florida Sports Foundation**  
**Attn: Jason Hendrix**  
**101 North Monroe St., Suite 1000**  
**Tallahassee, Fla. 32301**

Applications may also be emailed to [jhendrix@flasports.com](mailto:jhendrix@flasports.com).