



## Lake Country DockHounds

### Marketing and Entertainment Internship Description

Position Title: Spring Internship

Season: 2024

The Lake Country DockHounds Baseball Team, a member of the American Association, are seeking a Marketing and Entertainment intern for the spring of 2024. This 18-week internship is a 10-week program and is unpaid but eligible for college credit. 10-15 hours of in-person office work.

The Lake Country DockHounds will provide an overall learning experience that provides a solid foundation for understanding the business side of professional sports and entertainment. Interns will have the unique opportunity to be a part of the operation of a sports franchise and see firsthand the execution of promotional events in front of a loyal fan base.

*Our motivation and focus is to create lifelong memories: one experience, one fan and one team at a time.*

### Duties/Responsibilities

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- Assist with planning the upcoming season's promotions (themes, weekly promos, giveaways, on field games, professional acts, special character appearances, etc.).
- Support development of content (i.e. promotions, newsletters, programs, etc.) for DockHounds programs and initiatives (including, but not limited to ticket promotions, Kid's Club, Reading Program, etc.).
- Assist with the planning and execution of community appearances.
- Assist with general research and competitive analysis of sports landscape.
- Coordinate event and project details between departments with various lead times and deadlines.
- Assist with the creating and execution of social media and newsletter campaigns. Plan interactive videos and posts.
- Creative project outlines and recaps.
- Maintain overall brand integrity in all work.
- Coordinate and assist with marketing promotions.
- Assist as needed with annual marketing planning.
- Deliver marketing materials in the community and surrounding area.

- Work closely with Entertainment & Fan Experience Manager to create a valuable fan experience.
- Help in coordination of community appearances.
- Attend mascot/player appearances in the community.
- Help run Louie B. Sluggin's Instagram account.
- Assist with events held at the stadium.
- Other miscellaneous duties as assigned.
- Responsibilities will also include assisting other departments when needed.

If interested in the position, please email [Lauren@lakecountry-live.com](mailto:Lauren@lakecountry-live.com) to set up an interview