



Medford Rogues Baseball Club

Broadcast, Communications & Media Relations Intern

Abstract:

Student must have a passion for pursuing a career in broadcasting and communications. This is a great opportunity for an individual who is looking to take the step in their career, or looking to further practice and expand their existing portfolio.

Reporting to the General Manager, the student will be responsible for all aspects of Rogues broadcasts, communications including press releases, social media, website and newsletter and media relations.

Rough Scope of Primary Duties

- Team Broadcaster for all home games and some away games
- Manage all aspects of the broadcast including maintaining equipment
- Write and distribute press releases including game stories and team information
- Create game day insert for all home games
- Create and follow season communications plan
- Source and generate team and player stories to pitch to local media
- Manage template driven website - ensure content is organized, consistent and current
- Write weekly Rogues e-newsletter
- Create Social Media content, to include: Facebook, Twitter, and Youtube
- Work with General Manager, Sales Team and Game Day to ensure all elements and information are promoted in a timely manner
- Maintain and organize photo libraries of players, fans and the event
- Support promotions/community engagement team at off-site events
- Assist with game day and administrative tasks
- Duties as assigned

Secondary Duties or other Projects of interest (candidate dependent)

- Manage, edit, and shoot weekly video segment
- Tracking and reporting on former Rogues players
- Assist with Pointstreak
- Assist in design of team collateral
- Group, corporate and ticket sales

REQUIREMENTS/SKILLS:

Medford Rogues Baseball Club | Harry & David Field 2929 S. Pacific Highway | Medford, OR 97501



Medford Rogues Baseball Club

We are looking for someone who wants to take all this position has to offer and run with it. You will be given a tremendous amount of freedom in this role, so someone who can bring ideas and fresh content is ideal. Key attributes for the position are:

- Previous broadcasting experience a must
- Expert knowledge of all aspects of the game of baseball
- Basic understanding of a team dynamic
- Strong PC skills - Outlook & MS Office. Adobe CS5 (or other design)- a bonus
- Strong work ethic
- Extremely detail oriented
- Ability to work under pressure
- Comprehensive writing skills
- Sound working knowledge of Social Media (Facebook, Twitter, Instagram and YouTube)
- Initiative, adaptability and ability to work independently
- Willingness to do a range of jobs with enthusiasm

Learning outcomes:

Student will be solely responsible for the team's broadcast. In addition to providing play by play, the broadcaster will also play the lead role in communications and media relations. The student will conclude the internship with a vast portfolio and body of work proving practical and successful application of broadcasting, planning and executing team communications and garnering earned media through strategic media relations. The ideal candidate will be passionate about sports (baseball in particular), have no problem adapting to last minute changes, working off hours to monitor social media and contributing to a fun work environment.

Student will act as a representative of the team and will also be exposed to sponsors, media personalities (and outlets), major sponsors and community organizations on a daily basis and expected to act in a professional manner at all times.

The successful candidate(s) will commit to the whole season (May-August), preferably earlier as school schedule allows. The full schedule is available at www.medfordrogues.com.

Please submit resume, cover letter and demo to info@medfordrogues.com by not later than March 15th, 2016.