Detailed Pittsburgh Colts Internship Program

Position: Marketing & Promotions Internship

Responsibilities: Duties and responsibilities include, but are not limited to the following: Generate and implement ideas and promotions that can impact ticket sales, branding and other revenue producing areas; Conduct market research which relates to the needs of the Pittsburgh Colts; actively participate in a number of seasonal community events; supervise field experiences for all national anthem performers, halftime performances, special guest and events that directly relate to department; develop and coordinate, with public and media relations department, public information material regarding the team to be distributed to the media and other outlets; develop and maintain professional relationships with local, state, and national individuals and organizations; coordinate with sales department creative ideas to generate revenue from products and services; perform other duties as assigned, which are consistent with the needs of the Pittsburgh Colts and the management team. Some assignments and requirements may involve travel to regional sites and/or distance learning formats.

Position: Ticket/Sales/Merchandise

Responsibilities: Duties and responsibilities include, but are not limited to: Conduct practices which directly relate to the sales of team merchandise, game tickets, and sponsorship packages; develop and/or design Colts merchandise, tickets, and sponsorship packages; locate retail distributors interested in Colts merchandise; creatively communicate with the marketing department methods and/or avenues used to sell products and services; order and distribute tickets, organize ticket sales, process ticket count, issue statements of attendance and weekly sales, document profit-loss areas; assist in the acquisition, maintenance, and database of interested past, present, and future sponsors; assist with player responsibilities which are aligned with goals set for the department.

Position: Public & Media Relations

Responsibilities: Duties and responsibilities include, but are not limited to the following: Create calendars for the team and develop listings for community events, games, and other team functions; create distribution lists for consistent contact with media, team, volunteers, etc.; generate all media guides, game day programs, and other media tools that can be distributed; act as a liaison on game day for media personnel and special guest; with the assistance of other departments, write and distribute all news releases, and articles relating to all team functions; communicate with other departments on work related to position; create surveys to be distributed and conduct results; identify areas of improvements and provide solutions within the area of public and media relations; build relationships with local media outlets; Assist in the implementations of Colts community events
Position: Sports Administration/Management

Responsibilities: Duties and responsibilities include, but are not limited to the following: Assist in the organization and operation of the team through different administrative tasks; participate in a number of seasonal community events; advise and directly participate in activities involving purchasing, sponsorships, expenses, field preparation, and volunteering; Overseeing and assessing survey and study results in order to improve the overall organization; directly work with management on administrative duties relating to players, coaches, and staff; create and maintain documents for equipment, try-outs, facility assessments, etc; Communicate with IT department to organized and maintain different databases to assure accurate records are kept; facilitate discussions through meetings and emails with management team; write press releases, letters, memos, etc.; will be in consistent contact with league and area officials; involved with team and player appearances; lead and supervise all game day activities.

Position: General Sports Intern

Responsibilities: Duties and responsibilities include, but are not limited to the following: Assist in all facets of organization, including departmental and administrative duties and tasks; participate with a number of seasonal community events; NOTE: This position is designed for students who have yet to decide with area they interested in working an/or would like to participate in all areas of the organization. This position can assist the student in deciding which area of the organization best coincides with their desired career path.

Position: Web Site/IT Assistant

Responsibilities: Duties and responsibilities include, but are not limited to the following: With the coordination of other departments, assist in the maintenance of all information and data to be placed on the website; make design changes to the website as instructed by webmaster; develop and maintain all databases regarding pertinent Colts information; assist IT users as needed; assist in survey design; implementation, and tabulation as needed; perform IT research which relates to the advancement of the organization.

Position: Athletic Trainer’s Assistant

Responsibilities: Duties and responsibilities include, but are not limited to the following: Assist in recording daily treatments; report any known injuries to head athletic trainer; assist in preventative taping and wrapping of athletes; attend all games as assigned by athletic trainer and/or head coach; care for athletic injuries using rehabilitation equipment, techniques, medication, and massage therapy; follow all guidelines set forth for student athletic trainers; conducting themselves at all times as a responsible, professional person. NOTE: Other duties and daily tasks may be assigned certified athletic trainer or head coach with relates to position.