



## **2021 MARKETING GRADUATE ASSISTANTSHIP APPLICATION**

### **MISSISSIPPI STATE ATHLETICS**

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#### **GENERAL RESPONSIBILITIES**

*This Graduate Assistantship is available for the athletic marketing department. This is a 2-year commitment and job duties will vary in the second year.*

- Assist the MSU Athletic Marketing staff in the development, coordination and implementation of marketing, promotional and fan experience efforts for all 16 sports, and any specific sport or event to which you are assigned.
- Develop full-scale marketing plans and fan experience menus for sports as needed and assigned. Primary Men's and Women's Tennis and Golf Programs; Secondary for Volleyball, Men's Basketball, and Softball
- Executing fully integrated marketing plans, utilizing conventional, grassroots, and digital marketing strategies in advance of the season. This includes writing scripts and direct in-game timing and execution of promotions, videoboard features, music for sports assigned.
- Provide leadership and assist in overseeing Marketing Assistants and interns and their assigned responsibilities.
- Assist with managing public address announcers, coordinating music, video board elements, cheer squad, pep band, and other marketing needs to direct the flow of games, events and promotions as needed.
- Oversee Hail State Tailgate and Bully's Kids Zone prior to each home football game and select special events, such as Fan Days and Cowbell Yell. Fulfill sponsored elements such as logo exposure, PA announcements, promotions, and events
- Improve the atmosphere at each event through the use of games, giveaways, contests, trivia and music, etc.
- Promote athletic events and communicate promotions within the residence halls, Greek system, student body, etc.
- Oversee Bully's Kids Kourt for both Men's and Women's Basketball Programs and select special events, such as Maroon Madness
- Assist in daily operation of Maroon Memories fan experience program to drive sales and engagement with the platform. This includes coordinating and overseeing set up at all sporting events.
- Assist in managing community outreach efforts to promote marketing programs to the Golden Triangle Region community
- Provide assistance in creating content, managing daily operation, and scheduling of social media platforms
- Other duties as assigned

#### **MINIMUM QUALIFICATIONS**

- Genuine interest in athletics and the sport industry
- Admission to a Mississippi State University graduate program (must be accepted as a graduate student to accept GA position)
- Excellent oral communication skills, written communication skills, and customer service skills
- Strong work ethic, willingness to learn, and strong time management skills
- Ability to multi-task, stay organized, keep up with high-energy, fast paced environment
- Working knowledge of Microsoft Office (Word, Excel, PowerPoint)
- Ability to work nights and weekends
- Bachelor's degree

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**PREFERRED QUALIFICATIONS**

- Marketing, public relations, or advertising major (or related field)
- Working knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Working knowledge of collegiate sports and NCAA guidelines

**STEPS TO APPLY:**

1. FULLY COMPLETE THE APPLICATION ON THE NEXT PAGE, COMPLETE WITH TYPED RESPONSES FOR THE QUESTIONS AT THE BOTTOM OF THE PAGE.
2. ATTACH A COVER LETTER, RESUME, AND REFERENCES TO YOUR APPLICATION AND SUBMIT VIA EMAIL TO MICHELLE PONTIFF.
3. ASK AT LEAST ONE REFERENCE TO SUBMIT A LETTER OF RECOMMENDATION ON YOUR BEHALF – THIS SHOULD BE SIGNED AND DATED. PLEASE HAVE THEM SUBMIT A PDF VIA EMAIL TO MPONTIFF@ATHLETICS.MSSTATE.EDU.

**\*\*APPLICATION DEADLINES\*\***

ALL APPLICATIONS MUST BE SUBMITTED BY MARCH 28<sup>TH</sup>

**QUESTIONS?:**

MICHELLE PONTIFF  
DIRECTOR OF MARKETING  
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(E) MPONTIFF@ATHLETICS.MSSTATE.EDU

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NAME: \_\_\_\_\_ \*GENDER: \_\_\_\_\_

CELL PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

CURRENT ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

HOME ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

\*TWITTER HANDLE: \_\_\_\_\_

FULL-TIME MSU STUDENT?: ☐ YES ☐ NO 9 DIGIT ID #: \_\_\_\_\_ NET ID: \_\_\_\_\_

UNDERGRADUATE UNIVERSITY: \_\_\_\_\_ GPA: \_\_\_\_\_

MAJOR: \_\_\_\_\_ CONCENTRATION: \_\_\_\_\_ CLASSIFICATION: \_\_\_\_\_

\*ACADEMIC MINOR: \_\_\_\_\_ GRADUATION DATE (OR ANTICIPATED): \_\_\_\_\_

CAREER ASPIRATIONS: \_\_\_\_\_

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RELEVANT EXPERIENCE: \_\_\_\_\_

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HAVE YOU APPLIED TO GRADUATE SCHOOL AT MISSISSIPPI STATE?:

☐ YES ☐ NO

HAVE YOU INTERNED WITH US IN THE PAST?:

☐ YES ☐ NO

DO YOU HAVE EXPERIENCE IN COLLEGIATE ATHLETIC MARKETING?

☐ YES ☐ NO