

## **Internship, Game Operations, Promotions, & Entertainment - Los Angeles Sparks (Los Angeles, CA) - Los Angeles Sparks (Los Angeles, CA)**



### **Description**

**Hours:** 25 hours per week

**Seasonal:** May-September (Seasonal)

**Salary:** College Credit

### **Job Description:**

This is an opportunity to work in the fast-paced world of WNBA game presentation with the Los Angeles Sparks. Interns will work directly with the Director of Game Operations/Promotions & Entertainment and the Game Operations Coordinator, as well as marketing and sponsorship fulfillment. This department is responsible for the planning and execution of each game night's format.

### **Key Program Benefits:**

- Career Related hands on experience with a Championship Professional Sports Team
- An inside look at the Game Day Operations and events of the LA Sparks WNBA team
- Practical Knowledge and Training on in-game presentation, execution and heavy interaction with the LA Sparks current fan base.
- Opportunity to explore different avenues of the sports industry through access to various departments.
- This is a fun, fast-paced internship that will add real work experience to your resume as well as your coursework.

### **Duties and Responsibilities:**

- Learn to execute in-game programs and assist in the implementation of game day plans
- Develop live game coordination skills for sponsorship department on game-day projects including all on-court and halftime promotions, etc.
- Gain expertise with game-day set-up: including but not limited to banners, on-court props, halftime details, booths, and contests or giveaways.
- Acquire a mastery to read game day scripts
- Grow professional-client relationship interactions
- Other duties as assigned implementation

### **Qualifications:**

- Computer experience
- Strong organizational, multitasking, prioritization and time management skills
- Attention to detail and accuracy

- Excellent communication skills, written and verbal
- Friendly, positive attitude
- Ability to take direction/feedback

**Special Requirements:**

- Some use of personal vehicle
- Attend All LA Sparks home games
- Job includes night & weekend hours

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**Internship, Public Relations & Communications (Seasonal) - Los Angeles Sparks  
(Los Angeles, CA)**



**Start Date:** May 2017

**Hours:** 25 hours per week

**Seasonal:** End of 2017 WNBA season (target: October)

**Salary:** College Credit

**JOB DESCRIPTION:** This is an opportunity to work in the fast-paced world of WNBA public relations and communications with the Los Angeles Sparks. Interns will work directly with the Director of Public Relations & Communications and Public Relations & Communications Coordinator. This department is responsible for all initiatives and opportunities as it relates to media relations, public relations, player appearances, social and digital media and engagement and external communications.

**KEY PROGRAM BENEFITS:**

- Career related hands on experience with a WNBA Championship Professional Sports Team and learn all aspects of the public relations department
- Practical knowledge and training on media clips, visiting team media packets, press releases, game notes, media guide, Sparks newsletter and other publications, credentialing, post-game notes and game-day assignments.
- This is an exciting, fast-paced, high-energy internship that will add real hands on experience to your resume.

**DUTIES AND RESPONSIBILITIES:**

- Learn all aspects of the public relations and communications department and assist in the implementation and execution of game day goals.
- Develop live game coordination skills for media relations department on game-day projects including stat distribution, conducting player interviews for post-game quotes, etc.
- Gain expertise with game-day pressroom set-up

- Acquire a mastery to contribute to game notes
- Other duties as assigned implementation

**Qualifications:**

- Computer experience
- Strong organizational, multitasking, prioritization and time management skills
- Attention to detail and accuracy
- Excellent communication skills, written and verbal
- Friendly, positive attitude
- Ability to take direction/feedback

**Special Requirements:**

- Some use of personal transportation, computer and cellular phone
- Attend All LA Sparks home games
- Job includes night & weekend hours

**WORK ENVIRONMENT**

This job operates in a professional office environment. Office hours are typically Monday-Friday from 9:00 AM-5:00PM. In addition to working office hours staff are required to work Sparks' home games and external events including but not limited to: charity and networking events. Work is generally sedentary in nature. The working environment is generally favorable. Lighting and temperature are adequate, and there are no hazardous or unpleasant conditions caused by noise, dust, etc. Work is generally performed within an office environment, with standard office equipment available. This job also operates in a sports arena, which includes bleachers/steps.

**PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to communicate and exchange information with others both in person and over the telephone. The employee frequently is required to remain in a stationary position, as well as operate computers and other office equipment, such as a copy machine, printer and telephone. Staff will frequently ascend and descend bleachers/steps and traverse around the arena both on event days and non-event days. Staff may occasionally move boxes weighing up to 20 pounds.

**TRAVEL**

Position may require some travel to USC Galen Center, Staples Center and visiting team hotel.

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**Public Relations & Communications Coordinator (Seasonal) - Los Angeles Sparks  
(Los Angeles, CA)**



**COMPENSATION:** HOURLY

**Start date:** May 2017

**End date:** End of 2017 WNBA season (target: October)

**SUPERVISORY RESPONSIBILITY, IF ANY:** This position will have no supervisory responsibilities

**GENERAL FUNCTIONS:** The Communications Coordinator will play an active role in the promotion of the Los Angeles Sparks via public and media relations, game day operations, website coverage and social media engagement.

**PRIMARY RESPONSIBILITIES INCLUDE:**

- Writing, editing and layout of all game notes
- Assisting with production of annual media guide, game programs and e-newsletter
- Generating original content for LAsparks.com including feature stories, Q & A's, game recaps and more
- Maintain current media lists for sports, non-sports, community, entertainment, etc.
- Manage daily, weekly and monthly clips
- Staffing all Sparks home games in a media relations capacity
- Post-game stats/notes
- Media credentialing
- Visiting team packet coordination and delivery

**PREFERRED SKILLS AND EXPERIENCE:**

- Bachelors degree in Public Relations, Communications, Journalism, Sports Management or a related field
- Prior experience in the communications department of a professional sports franchise and/or collegiate athletics media relations
- Proficiency with HTML, MS Office suite, Adobe InDesign (a must) and Photoshop and social media tools
- Excellent written and verbal communication skills, including knowledge of business communications
- In-depth knowledge of the game of basketball a must
- Strong familiarity with office procedures and methods, including telephone communications, office systems, office equipment and record keeping.
- Effective planner and organizer
- Motivation to learn and work in a fast-paced environment
- Reliable transportation and internet connectivity
- Ability to work flexible hours, including game nights, weekends and holidays
- Positive attitude and worth ethic to be part of team

Other duties assigned by the Director of Communication may include special event promotion, facilitating player/coach interviews, staffing team practices and community events and managing student intern staff.

**NOTES:** Interested and qualified candidates must include a cover letter and fill out their profile as completely as possible, incomplete records will not be considered.

### **WORK ENVIRONMENT**

This job operates in a professional office environment. Office hours are typically Monday-Friday from 9:00 AM-5:00PM. In addition to working office hours staff are required to work Sparks' home games and external events including but not limited to: charity and networking events. Work is generally sedentary in nature. The working environment is generally favorable. Lighting and temperature are adequate, and there are no hazardous or unpleasant conditions caused by noise, dust, etc. Work is generally performed within an office environment, with standard office equipment available. This job also operates in a sports arena, which includes bleachers/steps.

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### **TRAVEL**

Position may require some travel to meet with local and non-local media contacts.

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