

NPF WEBSITE & MARKETING INTERN

JOB DESCRIPTION

National Pro Fastpitch (NPF), a women's professional fastpitch league, is accepting applications for an intern to market and manage the NPF website and assist with various marketing and sponsorship projects.

Responsibilities, include, but are not limited to the following:

NPF WEBSITE (www.profastpitch.com):

- Management of overall design and content integration;
- Updates
 - News
 - Human interest/player spotlight stories per month for website
 - Photos
 - Schedule
 - Team Info, i.e. hotels, stadiums, contact info
 - Fan Poll
- Integration and Promotion of Team Podcasts and Video Streaming;
- Weekly Fan-Friendly Email Blast;
- Update Media and Fan Database;
- Creation, management and maintenance of fan-friendly interactive features such as Player Blogs, Player Profiles, "Your Voice" Fan Forum, Player Tips, Fan Poll, NPF Game of the Week, Video Highlights, etc.;
- Statistics and coordination with teams regarding game files;
- Oversee website advertising package;
- Proofreading and corrections to Team news releases;
- Review of Team websites to assure that sponsor exposure is consistent with league policies and appropriate team content has been included on the league website as well;
- Troubleshooting and other responsibilities as assigned that will keep the website content fresh and appealing to NPF Fans.

MLB EVENTS:

- Coordination of event details with MLB Club representatives and MLB Liaison;
- Travel coordination, including air, ground and local accommodations;
- On site management, as necessary, including supervision of the NPF display area and player staff at MLB All-Star Fanfest.

OTHER:

- Special Projects and General Administrative Duties as Assigned

QUALIFICATIONS:

- Applicant must live in the Denver area and have ability to work out of his or her home office, including access to a computer with current software applications and high-speed internet service;
- Only currently enrolled college students will be considered. Candidates must be in good standing, should have at least completed their junior year and have a B average or better with degree work in Business, Sports Marketing, Communications, Journalism, Public Relations. Potential candidates may be graduate students;
- Strong written and verbal communication skills, including classroom or practical experience in website design, writing press releases, business plans and marketing proposals. HTML programming is a plus, but not a requirement;
- Candidate must be available to work for 20-40 hours per week starting immediately and continuing through Sept. 1, 2008, although more hours may be needed to meet the requirements of your college program;
- Ability to travel on a limited basis, if necessary;
- A work ethic that will permit the candidate to work independently, multi-task and to be available routinely during the playing season by telephone at any time, including weekends and evenings.
- Creativity, enthusiasm, flexibility and eagerness to learn.

COMPENSATION:

This is an unpaid internship, however, if travel is required, all expenses will be paid, including airfare, hotel and per diem. Reimbursement will be provided on a limited basis for internet, cell phone service and mileage for league meetings. There is no guarantee of employment following the internship, however, a deserving intern can receive a letter of performance for his/her permanent record in addition to receiving an invaluable experience.

HIRING PROCESS:

Qualified candidates should send a resume, including three (3) references and letter of application to kathyd@profastpitch.com. Candidates will be evaluated based on their resume, phone interview, followed by a review of requested writing samples, including written evaluation of NPF website and recommendations for upgrades. No phone calls will be accepted.

National Pro Fastpitch is headquartered in Denver, Colorado. The league, created to give elite female fastpitch players the opportunity to pursue a professional career in their chosen sport, has operated since 1997 under the names Women's Pro Fastpitch (WPF) and Women's Pro Softball League (WPSL).